The
COIN MACHINE REVIEW
for
January, 1942
1942

An Announcement

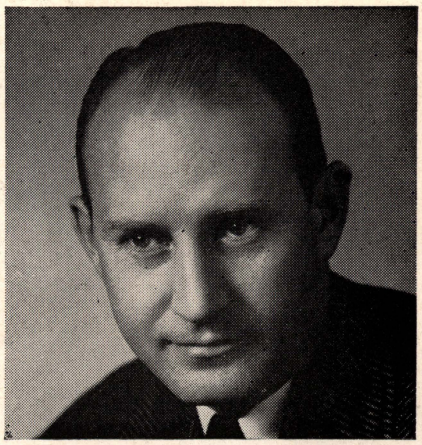
by

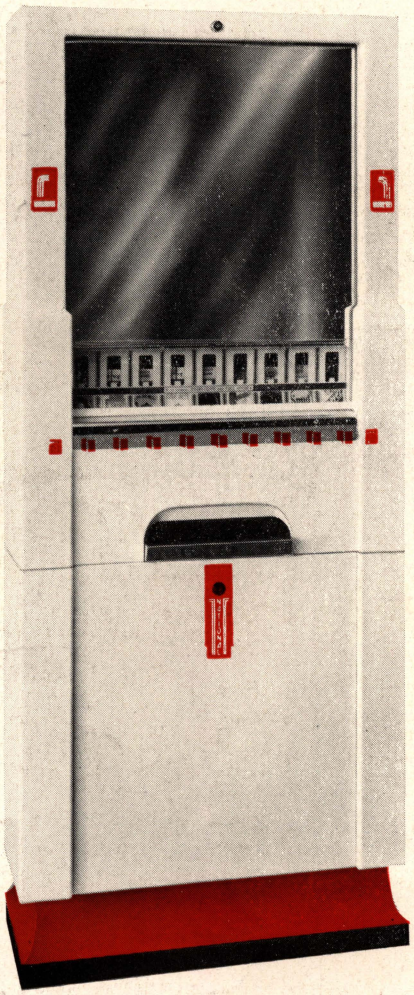
E. C. McNeil

Western Representative for

National Vendors, Inc.

St. Louis, Mo.





The New NATIONAL CIGARETTE MACHINE for 1942

$104.00

F. O. B. St. Louis, Mo.

In cooperation with our Federal Government, National Vendors, Inc., have curtailed production and created a new type of cabinet eliminating such metals as Aluminum, Chromium, Nickel and Stainless Steel.

Modernistic lines and plastic trim have resulted in an eye appealing cabinet. A number of improvements and refinements which your service men will appreciate have been added, but the mechanism which has proven so satisfactory for the past five years remains unchanged.

Even though we have curtailed our production we feel reasonably sure we will be able to take care of our established customers' requirements in full during 1942.

We therefore suggest you anticipate your monthly requirements and place your order in advance allowing us a little extra time for deliveries.

The same high quality has been maintained throughout and it is pretty safe to say you will be more pleased than ever with our NEW NATIONAL DEFENSE MODEL cigarette machine. Deliveries are being made this month so place your order NOW!

E. C. McNEIL, INC.

713 South Westmoreland Ave.
LOS ANGELES, CALIF.
FEderal 4055

The COIN MACHINE REVIEW for January, 1942. Vol. 9, No. 7. Published monthly at 1115 Venice Blvd., Los Angeles, California. Fitzroy 8269. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: $1.00 per year or $2.00 for 3 years. 25c per copy.

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Good will needs no priority

AT the beginning of another year those of us in business face conditions in which the priceless asset of good will may play a greater part in our future success than any other that we can attain

Good will needs no priority rating. It is a thing invisible, built up by the efforts of long and patient years. In these days we may find our industry restricted by limitations of raw materials, and drastic reductions of sales. Our resources and equipment have been called to more important duties, and we are quick to heed the call and glad to do our part, no matter what it is to be.

Good will can, and will tide us over until normal times again return. Of this we are confident, and meanwhile as we turn from peace time tasks let us remember that it will be a greater, and a far better job to which we shall return.

A.B.T. MANUFACTURING CORP.

COIN CHUTES, COMMERCIAL COIN DETECTORS
AMUSEMENT AND VENDING MACHINES

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from the Original by Allen Houser, Grandson of Geronimo

On the Warpath...

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Guardian is ready with controls approved by the U. S. Army — Army Air Corps — Navy — Naval Air Corps — Marine Corps —Signal Corps—Ordnance.

Strictly defense for the duration — Guardian will be ready when you are again.

GUARDIAN ELECTRIC

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LARGEST LINE OF RELAYS SERVING AMERICAN DEFENSE INDUSTRY

New Model Announced By National Vendors

LOS ANGELES—E. C. McNeil, western sales representative for National Vendors, Inc., believes he has reason to be happy again, for his company has announced the start of production on a new Defense Model cigarette vendor.

Declares McNeil, "Of course our production will be curtailed at least 50 per cent, but by eliminating all candy machine models and concentrating all material which will be available to us under the new priority rulings, we hope to manufacture enough units to come pretty close to taking good care of our established customers on cigarette machines during 1942. Our factory is cooperating 100 per cent with the Priority Board in Washington, and is doing everything possible to aid in the solution of defense problems."

Modernistic trend of the new model will eliminate the use of all forbidden materials, such as aluminum, chromium, copper, nickel, stainless steel, lead, zinc, tin and alnico. Engineers and designers are said to have created a new cabinet of steel and plastic only, which is both eye-appealing and of the high quality standard always maintained by National.

Save for a few improvements, the mechanism, which has proved satisfactory for the past five years, has not been changed. Features of the new model include central delivery system, a side door in the cabinet opening to allow easy access to slug rejector mechanism, and a single opening for coins using the new-style divider slug rejector.

Manufacture of all candy machines has been discontinued for the duration, and the cigarette machine will be available only in the nine-column model. Neither price nor deliveries are guaranteed for any length of time, but, like other manufacturers, National hopes to go through the year under the curtailed program set up by the Priority Board.

"I want to take this opportunity of thanking all my friends and customers in the Western states for the nice business and support they have given me these past several years," McNeil states. "I hope we will continue to merit your confidence and patronage in the future. We of the National organization will continue to give you the best service we can under present economic conditions, and if occasionally we get behind on deliveries, please know we are doing our best." ◆

Parina Enjoying Palm Springs

LOS ANGELES—Following conferences with Tony Parina at the local office of R. A. Parina & Co., Dick Parina of the San Francisco office left with his family to spend several weeks at Palm Springs. ◆

ASCAP's $4,500,000

NEW YORK—Because of its fight with the broadcasters, according to information from *Boxoffice*, ASCAP's distribution to writers for 1941 will be about $4,500,000 less than the previous year. President Gene Buck reported at the annual meeting, early in December, that operating expenses increased $600,000 to a total of $1,600,000 for the year. A 12-man board has been appointed by Buck to reconsider allocations to members; six publishers are in this group. ◆

ANNOUNCEMENT

Next month THE REVIEW will come to you in a new dress . . . a war-time revision in cooperation with the Federal Government in conserving the paper stock of the nation . . . for paper is a vital essential in bomb and shrapnel construction.

THE REVIEW has pledged wholehearted cooperation and for the months ahead your magazine will come to you in a much modified form. Elaborate covers using copper halftones of girls in playsuits will be omitted to conserve on metals. In fact the entire magazine will be completely done over and issued in a form easy to read, brief and to the point, and not drawing upon vital materials.

As usual THE REVIEW will continue to cover the news front of the industry and we ask your kind indulgence during this emergency period.

WANTED

SLOT MACHINES, ALL MODELS

Send address and telephone number. We will contact you and

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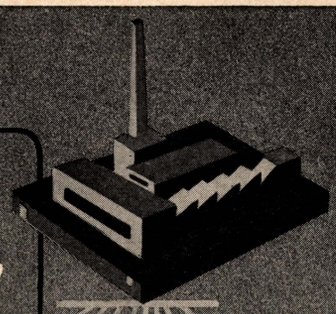
Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

with the strength and the will —

we shall "GAIN THE INEVITABLE TRIUMPH!"



THE task may be hard . . . the sacrifices great . . . but we'll "gain the inevitable triumph, so help us, God!"

For this is the land with the *strength* to win. This is the land where the fields are fertile — where the earth is filled with fuel and metal — where men know how to plan, and work, and build.

And this is the land with the *will* to win. This is the land where a free, united people — with the fury of determined democracy — dedicate their all to ultimate Victory!

Similarly, in this industry of ours, the job may be difficult . . . the future uncertain . . . but automatic merchandising shall meet its problems, and go on to ever-greater success.

For this is an industry with the *strength* to move forward. This is an industry that was created by ambition — that grew from hard work — that prospered thru service.

And this is an industry with the *will* to move forward. This is an industry that knows no regression — only progress!

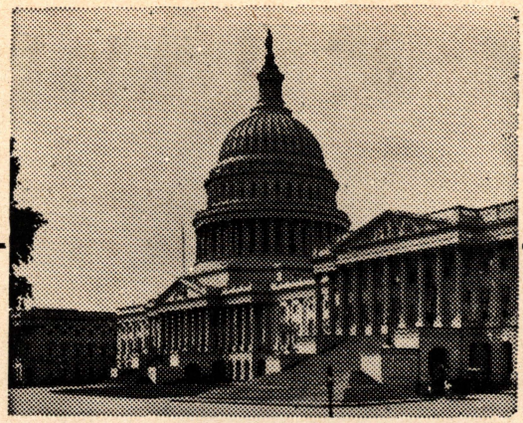
Likewise, at Rowe, production may be curtailed . . . alternate materials may be used . . . but service to our customers shall continue!

For Rowe has *the strength and the will* to accept today's responsibilities. We are ready to do the double job of serving — first, our country; then, our industry.

We offer all the equipment and man power we have to help fill our country's war-time needs. Shearing, drilling, stamping, welding, assembling . . . whatever we can do, we want to do. Then, with whatever machinery and materials America can spare, we will make the products our industry needs.

And whether it be armament or vending machines, as we proudly do this two-fold job, we shall be guided constantly by the tradition, "If it's Rowe-built, it's well-built!"

ROWE MANUFACTURING CO., INC.
WORLD'S LARGEST BUILDER OF CIGARETTE, CANDY, GUM AND MINT MERCHANDISING MACHINES
BELLEVILLE NEW JERSEY



These Are Days of Planning On Capitol Hill - -

. . . The job of winning this war is the first consideration of every patriotic American. What really counts today is the manning of ships and planes, service in the armed forces and enrollment in home defense patrols, the increasingly swift production of war machines and ammunition, and the organization of war work.

Then too these are days when the vending machine operator must plan as never before. His equipment must be constantly maintained so as to give him the longest service possible. New operating economies must be brought into use and his entire business re-organized for the "long pull ahead."

The years past have seen DuGrenier equipment installed in the finest locations from coast-to-coast where today it is giving paramount service to an enthusiastic public. We are happy to be DuGrenier exclusive distributors and to have played a part in supplying the operators of the nation with DuGrenier precision-built cigarette and candy merchandisers and the famous Adams Gum Vendor.

We, as all others, will naturally be handicapped in the months ahead but we intend to continue to work with the operators in the West, to supply them with equipment when available, and to offer them many other services consistent with the well established Parina policy.

We invite you to visit our nearest office today, discuss your problems and plans with us, and learn of the special services we are prepared to give you.

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Investigate! Come In Today!

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LOS ANGELES
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1942—A CHALLENGE

The picture looks good for operators, not bad for most manufacturers, less good for jobbers and distributors. What's ahead?

The year ahead—what will it hold? With increasing strength of our armed forces on land, on sea and in the air, we may look for substantial gains in our war against totalitarianism. Whether the year will see out the conflict and the return of peace, no one knows. We can only hope, and do everything in our power toward that end.

The industry itself is gearing as rapidly as it can—oftentimes with almost phenomenal speed—for the blow that will mean Victory. Some have left the industry to serve actively in combat. Many others have volunteered their efforts in civilian defense capacities. Plants are turning to production of war material. Operators are filling a specific need in maintaining the public morale—a phrase which undoubtedly will recur throughout the entire conflict.

Conclusions as to 1942's specific effect on the industry can be made only in broad, general terms. Perhaps the safest summary is this: Operators, freed for the time from the need for buying new equipment, will find this a period of marked prosperity in which they will recover the cost of their equipment innumerable times over; the public will accept devices in which there is nothing of a new or novel nature. Operators and distributors may find themselves doing a steady business in parts and in reconditioned used equipment—provided they can get the parts; otherwise, because of the sharp drop in new production, they will find themselves in difficulties. Manufacturers will turn increasingly to defense work; all will continue to make equipment as material permits, but probably none will have a steady production as in days past. A few firms will close up through inability to secure defense contracts.

One strong possibility—and certainly something to hope for—is that the genius for development which has long marked this industry will find unthought-of substitutes for materials, or new ideas in equipment which don't call for essential materials, with the result that huge strides will be made in new directions. Such a development would doubtless have its greatest effect during the post-war years, whenever they may come, as other industries re-tool for civilian production and demand huge chunks of required resources.

That all manufacturers have been given orders to make sharp cuts in production is well known. OPM Priorities Director Donald Nelson issued the first order December 10 when prohibition of the manufacture of coin operated gambling devices was made effective February 1. Simultaneously other types of equipment were "rationed"—pronographs, scales, games were to have production reduced 25 percent in December, 50 percent in January, 75 percent in February, on the basis of average production for the 12 months ending last June 30. Effective immediately, use of aluminum in any form of machines listed in the order, was prohibited. No blanket order had been issued at press time restricting manufacture of vending machines, but individual firms in this field had received orders, and others were voluntarily reducing lines.

Of their plans for 1942 few firms were ready to release statements. In many instances defense work is largely confidential, and here, of course, little can be said. Some of the comments received, however, are summarized here:

Burnhart Glassgold, Arthur H. DuGrenier, Inc.: No plans for new equipment for 1942. "Though the curtailment order has not yet been issued by OPM affecting our particular branch of the industry, we have been definitely advised that there will be a very substantial curtailment. On the other hand, we anticipate manufacturing to the limit of our allotted quota and our ability to obtain materials therefore. So far as defense work is concerned, we are exerting every effort to lend our facilities towards the War Program and the government sources know that our facilities are at their disposal."

H. B. Jones, Bally Mfg. Co.: Production in 1942 will consist chiefly of pinball games and console arcade type amusement machines—particularly the latter. "We have several new type arcade machines ready for early announcement, and it is our belief that these machines will not only meet with considerable popular favor at this time, but will be unusually good money-makers for the operators. No good purpose could be served by guessing at the volume of our output for 1942. Suffice it to say that within the limits of restrictions and our industrial duty in time of war, every effort will be exerted to supply operators with the machines they require.

"As to Defense production, we are not at liberty to publish a great deal of detail about the work we are doing. One item we are manufacturing, however, is of general interest to the trade, and is a matter of common knowledge so that we can publish the general details of this item. This is a gunnery trainer device, based on principles which we developed in connection with our photo-electric games, and which has been approved by the Army Air Corps for gunnery training. Naturally, although only a comparatively small part of our factory has been used for Defense work up to this time, we expect that during 1942, at least 75 percent of our facilities will be devoted to war work."

G. M. Hunt, Norris Mfg. Co.: "Right now we are about as much up in the air regarding the promises of 1942 as any Operator (if not more so). We don't have the materials and doubt if we are going to get them in sufficient quantities to permit quantity production. We do not yet have any defense work."

Packard Mfg. Corp.: Announced the purchase, at a price in excess of $100,000, of a 500 by 90 foot factory building formerly occupied by the Beach & Arthur Paper Co. Due to begin operations January 1, it was expected that the new plant would begin manufacture of tank parts at that time. Packard's other plant—the old Marmon factory—likewise was due for conversion into another defense industry plant.

I. F. Webb, Rock-Ola Mfg. Corp.: Impossible to give accurate figures and facts; "to try to predict any business outcome for the year 1942 would be such a long-odds gamble, that we would prefer not to do any predicting in print." Million dollar defense contract for ammunition containers for the Army, covering a type of equipment which the half-million-square-foot plant is particularly fitted to produce, has been awarded here, said by President David C. Rockola to be only one of several recently received. Acceptance of the armament orders by Rock-Ola was a forerunner of large purchases of new machinery which will soon be in full production.

National Vendors, Inc.: All other types of vending equipment suspended from production, and efforts concentrated in a nine-column cigarette vendor.

While not complete, this cross-section gives a reasonably accurate picture of the industry at present, insofar as manufacturing is concerned.

On the jobbing and distributing front, it is likely that prices for used equipment will soar in proportion to the demand. Precedent has already been established for this in France, as reported in the communication from Rene Godin, printed in the December REVIEW. In England and in Canada, where all production of coin operated devices has been terminated, inability to import equipment from the United States has meant mounting costs of used equipment.

Play on all types of amusement devices (including music machines) quite possibly will reach an all-time high. In any event the period ahead provides the industry a notable opportunity for sound self-exploitation.

Some of the general business indices, on which any consideration of the forthcoming year should be based, include these facts:

Notwithstanding the declaration of war, 1941 Christmas trade reached a near-all-time high. . . . Though restrictions had already been made on installment buying, though new tax levies had been applied, consumer demand for all types of merchandise remained high.

Payrolls in factories have risen somewhat more rapidly than production, and more persons are at work, notwithstanding curtailments in some lines, than were em-

On the Cover

Here we go again! It's a new year . . . and time for the studios to pick their new stars . . . so Paramount is pinning its hopes on pretty blonde Phyllis Ruth. Up from the extra ranks, a rarity these days, Phyllis has her first featured role in "Louisiana Purchase."

ployed the previous year. Farm income reached a 20-year peak, volume of imports and exports remained constant.

Construction was maintained at a high level (due jointly to need for new defense plants and new housing for defense workers), the steel industry remained at capacity, automobile production, up to the point of its total suspension, reached nearly the peak year of 1929. Commodity prices were rising slowly, with price control needed rather obviously. Security prices ranged downward to some extent.

That's the picture as of January, 1942. It may not be pretty, and it may be baffling in more way than one. But no one can deny that it is interesting! ◆

Parking Meter Puzzles R.A.F.

FT. MYERS, Fla.—Police Chief Charles S. Moore found several Royal Air Force cadets taking turns putting nickels and pennies in the parking meters along Broadway.

"You're wasting your time, boys," he told them. "You only get credit for one hour at a time." The chief explained the mechanism and how the meters help to solve congested parking problems.

"We wondered why it didn't pay off," one of the British youths replied. "We thought it was an American gambling device." ◆

Baker in New Offices

CHICAGO—H. L. "Hal" Baker, head of Baker Novelty Co., is now occupying smart new offices which extend clear across the front of the building in which his factory utilizes two full floors. A preview of the new quarters showed them to be richly impressive, modern, and planned for maximum efficiency and comfort. The same look-in revealed a surprising number of employees at work, and indicated a heavy production schedule. ◆

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Kentucky	95.00	Grand Natls.	50.00
Long Shots	85.00	Pace Makers	45.00
Santa Anitas	75.00	Baker's Pacers (Daily Double Mod.)	130.00

Cash paid for Consoles, Slots, Ray Guns made by Evans, Pace, Mills, Jennings, Keeney, Mutoscope, Seeburg, Bally. Give complete description and your lowest price.

Stewart Novelty Co.
133 E. Second South, Salt Lake City, Utah

PORTLAND

PORTLAND, ORE.—Al Sleight, Portland Pin Ball Operator, recently joined the "Royal Air Corps." That's the spirit, Al, "Keep Them Flying."

Beauteous Blonde Marie Back of the Jack R. Moore Co. is vacationing in Chicago and New York. Bet she is really having a time . . . but wait a minute . . . word has just come that "Miss" is now "Mrs." We wonder who the lucky fellow is . . . anyhoo, congratulations to both of you. Marie is going to be missed, not only by her many friends in the company but by the customers too, as she always had a cheery smile.

A. E. (Andy) Anderson, Portland Operator, who recently went to Mexico is still in poor health, but should be real well soon, if good wishes count.

Friends of Roy Gatto will be glad to learn he is improving. Should any of his many friends up and down the Coast wish to write him he can be reached at the Oregon T.B. Hospital, Marquam Hill, Portland. Oregon. (We know every letter received gives him renewed courage for that valiant fight he is putting up.)

Another boy to "keep 'em flying", is Charles Howe, of the Jack R. Moore Co., who is leaving this month to become an Air Cadet, in the U. S. Air Corps.

Mr. and Mrs. Ben Brashem, Portland Operators, recently were joined by their daughter and new son-in-law, recently from California.

We understand that Phillip Estabrook of the Western Distributors passed his examination as an Electrical Mechanic, and will soon be doing his bit for National Defense, as yet destination unknown.

Ruth Johnston flashin' a sparkler. The lucky boy is in Uncle Sam's Air Corps. Wake up, Portland, it took a Bostonian to win the day!

Coast Amusement Co. had Open House the day before Christmas for their many friends, and a good time was had by all.

Operators McGirr and Haskell of Portland are thanked for the grand spirit of "St. Nick", having appeared the day before Christmas at the Jack R. Moore Co. equipped with the makings for Tom & Jerries.

Business has been a little quiet generally in the Northwest but with Christmas and New Year's behind us, conditions should improve shortly.

L. Helen Cusson. ◆

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Electrical or Mechanical
For every coin machine need
We supply leading manufacturers
ELLMAN & ZUCKERMAN
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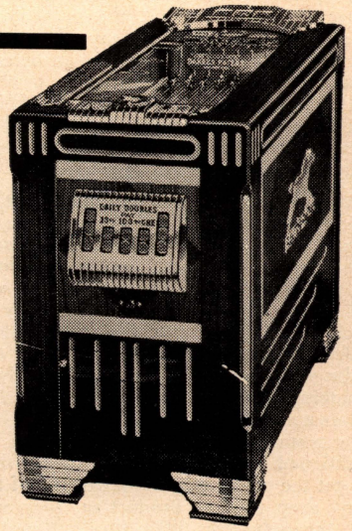

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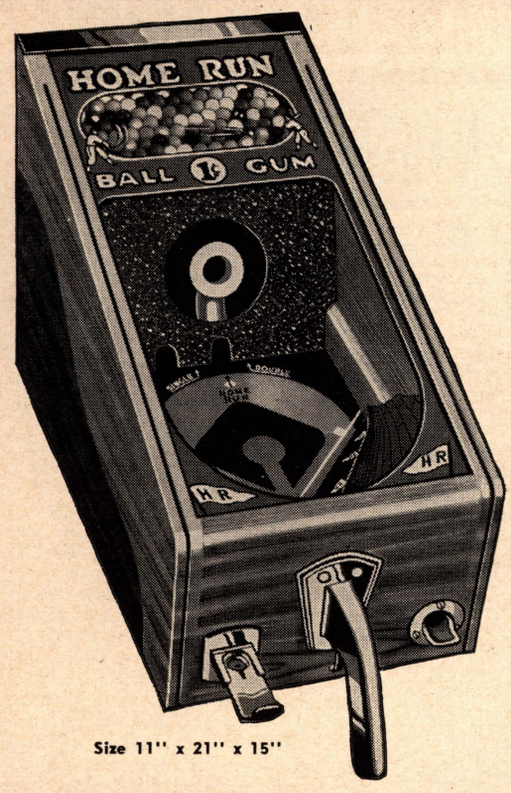

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HOME RUN
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The New Outstanding Ball-Gum Vendor, With A Fascinating Amusement Feature. (It's Legal Everywhere.)

HOME RUN has a brand new and very clever batting arrangement that is operated by a trigger which bats the ball through the air.

Player receives a ball of gum every time a penny is inserted, except when a home run is made; then the home run ball is displayed just below in a separate pocket. The merchant then awards the player for skill, the ball is released and falls into cash box for a record.

HOME RUN is operated with 180 count ball-gum. Striped balls are used in home run the same as in ordinary ball-gum vendors; if the player should bat a striped ball into the home run they are entitled to receive a double award.

HOME RUN vendors have been on location for several weeks and have proven to be very successful, their average earning power has exceeded that of many outstanding amusement games.

HOME RUN will be a vendor that will stay on location permanently because it offers the same appeal as ordinary ball-gum vendors plus its beauty, attractive design, unique amusement feature and the extra award for skill. Don't delay, try home run today—IT'S A HIT!

SPECIAL INTRODUCTORY OFFER

Sample Home Run With Approximately 5,000 Balls Of Gum Only	$24.50
Home Run Without Ball Gum In Lots Of 10 Or More	19.50 each

ALL ORDERS REQUIRE ONE-THIRD CASH, BALANCE C. O. D.

Manufactured By

VICTOR VENDING CORPORATION

5711 Grand Avenue **Chicago, Illinois**

NEW YORK

NEW YORK—1942 rolls in with a roar, but it's all for victory. Coin machine folk in New York town are second to none in remembering Pearl Harbor. Air wardens, spotters, state guardsmen and many in the Army and Navy are on the roster of the men who place machines. Up and down old Broadway you hear the boys calling, "Buy a bond. Help Nap the Japs." And the money of the operators speaks louder than their words. So let's go! All together! Keep 'em flying, boys.

In all the clamor and headlines it's good to see that the police are keeping their eye on the ball. Another slug ring was nabbed recently. Federal Judge John W. Clancy, in meting out prison sentences, laid it on the line. "We will not stand for sabotage in any form," said the judge. "Using slugs instead of real coin in coin machines is sabotage of a mean and sneaky sort."

The Florida hibernators are hitting town again. More and more distribs and operators wait for the winter to take their annual jaunts. This must explain why, instead of a letdown, we have pickups in trade during the hot spell. But the cold months in New York zip you up, and many an operator has reported that he can do more during December and January than the preceding four months.

Bill Rabkin and Mutoscope said it with Defense Bonds this Christmas. Salesmen and mechanics shared in the bonanza. In addition, fruit cakes, bottles of wine, whetted the palate of Mutoscope's faithful, proving that morale may be mental but it doesn't hurt the stomach to get a break, too. Ditto it also for Leo Willens and U-Need-A-Pak, and just to show you we haven't run out of names, Dave Robbins is reliably reported to have invested thousands of dollars in Defense Bonds for distribution.

Caught hobnobbing on the "Row": Bernie Sossens, American Automatic, Hartford, Conn.; Hyman Budin, Mike Munves, Dave Stern, Harry Steinberg, Jack Wise; Joseph Ullman, Joe Fishman, Marc Munves, Bert Lane and you guessed it—Lou Goldberg.

In time with the times is Keeney's Submarine, where gobs off tour and admirals out for their constitutional, take turns at playing. This game catches the spirit of the hour. But ray games still pull a big play—and as for arcades, they're going strong. Count one more on Broadway and another arcade further uptown in the residential district.

Greater recognition to the coin machine industry is now more possible than ever, declared Nat Cohen of Modern Vending, following a reception held at Modern's quarters. Stated Nat: "In connection with our Minute Men phonographs we have been receiving recognition in such orthodox periodicals as 'Dun's Review.' Furthermore official recognition has come from National Defense Authorities who have written us praising the use of machines in camps. As we informed the authorities, it is far from our intention to profit from this national emergency; yet it is only fair that, in doing our bit, the country is made aware of our social usefulness. We do not ask more, and certainly we ought not to receive less."

Bill Peek has sabotaged his carnation since Pearl Harbor. Bill, who has a hankering for the Navy and may yet don the Navy blues, somehow became confused in associating his carnation with a Japanese

TURN PAGE

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Specialized service on shipments of coin-operated games and phonographs.

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BUY DEFENSE BONDS — SEE IT THRU IN '42

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

variety. It has taken a delegation of florists, all with proper regard for the occasion, to convince Bill that carnations are not Japanese. In fact, they are not even oriental.

"Commodore" Sam Yollen may be Commodore in reality as well as in title. Sam, who has passed a radio operator's exam and has been licensed, is now being tagged for Coast Guard patrol. Knowing how Sam has handled the financial reports of the CMA and what he can do to a T-Bone steak in his leisure, we warn all saboteurs, and especially the Japs, The Commodore doesn't like any interference with his plans.

Movie machines have been getting some real attention. Operators find that radio stars make the best draws in this field of entertainment. Thus Gertrude Niesen in "Oh Johnny", hits the spot. Other films, with name bands, come over okey. A canvass of taverns and night spots indicates that more comedy and songs rather than peephole varieties are in demand. In fact, the fewer peepholes, the better, say the tavern men. After all, adults don't want to be taken for rides, especially when in the company of the other sex. Peeps embarrass a man who has his girl along. Give 'em good clean fun and watch those nickels roll!

Word comes from Police Headquarters that several men have been arrested for loitering and have been found equipped with pliers and other tools used in tampering with machines. We regret to state that at least in one case a location owner was involved. It seemed the man arrested said that the tools had been given him by the owner. Perhaps some operators in their eagerness to place machines fail to inquire into the character of the man with whom they do business. Look first. After you've jumped into the fire, it may be a bit late.

If there are any good mechanics around and want jobs, this is your season. Operators are running short, what with the draft and continuous enlistments. Uncle Sam has first call, but if for any reason you can't go, see your union or local associations. You may make a nice connection at good pay.

Have we got talent in the business? Everybody knows that Eddie Lane is a second Irving Berlin, but who would have thought pretty Arlene Sedell of Seaboard Sales goes in for poetry. And the girl can dash out these rhymes. Bert Lane had better tell his brother to speed it up or some amateur—or maybe professional—will beat him to it.

Signing off for a New Year. Best wishes to all, and no matter how tough it gets, buy Defense Bonds and Remember Pearl Harbor.

Irving Sherman ◆

YOUR PRINTING IS YOUR SILENT BUTLER

See that when it opens a door for you, it makes the right impression. The Coin Machine Industry demands "Individuality," "Economy," "Speed." You get these plus lowest Western quotations from

•

HOLDSWORTH PRINT SHOP

128 South Alma St., Los Angeles AN 16077

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"

Polished brass or nickel plated plates with your name and address, consecutively numbered, black enamel filled over-all size ¾" x 2½". Can have any lettering or numbering on plate within reason.

50 costs.....$ 4.20
100 costs..... 6.00
250 costs..... 12.00
500 costs..... 21.00

Write for Circular on

BRASS TRADE CHECKS

Established 1872

W. W. Wilcox Mfg. Co.

564 W. Randolph St., Chicago, Ill.

Industry's Greetings Prove Distinctive

It's difficult to explain just why, this year above all, the season's greetings extended by the industry to its component members should have been, well, not lavish, but certainly more distinctive than they have been in preceding years. Some of them merit a brief review.

Patriotism played a large part in this year's cards. General Vending Service Co. (Baltimore) reproduced the noted etching by Hollrock of eagle and flag above the nation, captioned "O'er the Ramparts We Watch." Bally Mfg. Co. (Chicago) utilized a snowy Christmas tree and the Stars and Stripes flying vividly before the Capitol. Myers Novelty Co. (Walworth, Wis.) showed the Washington Monument in a beautiful color reproduction with the caption: "Like a giant spike which God might have driven into the earth, saying, "Here I stake a claim for the home of Liberty"; within the folder was a description of the Monument.

Jim Gilmore (C. M. I., Chicago) pasted a Tuberculosis seal on a card with the message: "May the bright sunlight of hope and encouragement dispel the dark clouds of gloom and despair before another Christmas is upon us," for one of the most different of greetings.

Perc Smith (Exhibit Supply, Chicago) likewise let his friends see his face, declaring "Just now we have a big job ahead to help Uncle Sam win the war. But . . . we pause a moment at Yuletide to send our good friends best wishes and the Season's Greetings."

Permo Products (Chicago) sent their greeting "To those whose support and friendship we have enjoyed this year . . ." in green letters set in the form of a Christmas tree, with red stars interspersed to simulate the ornaments.

Fred, Ralph, Herb and Hayden Mills' card was "from the heart of Mills," and a heart over the entrance of an outline of the Mills plant proved it. Mills Sales Co., Ltd., presented its greetings from the screen of a die-cut gold and brown Panoram machine.

Columbia Records' Edward Wallerstein's card bore a Santa Claus with lifted baton. Decca Records' greeting followed the circle of a disc against whose center was a golden candle-flame. Eddie Heller (former Philadelphian now press-agenting Abe Lyman's band) logically used a musical theme.

G. V. Corp. sent a Santa Claus with a bright new penny getting two sticks (real) of Adams gum from a gum vendor at the North Pole to add to his sack of gifts.

Burton Browne, Inc. (Chicago), like a number of others, showed a group of friendly people—themselves. Earl C. McNeil (Los Angeles) aptly chose a card with a burning cigarette on a cutout silver ash tray. The cigarette theme was repeated on the card of Coin Machine Service (Glendale, Calif.) An old-time Christmas scene nostalgically beautified the greeting of Robert E. Spencer (Automatic Music Merchants Association, Inc., San Francisco.) Daniel J. Donohue (Seeburg's West Coast factory representative) sent a richly dignified card. Packard Mfg. Corp. (Indianapolis) sent greetings by Western Union with the Pla-Mor box printed thereon.

Calendars offered lots of variety. Coinman, editor, publisher, globe-trotter A. M. Keene (Taft, Calif.) expressed a slight frustration in a cartoon card in which a war-dispatch-littered desk said "No" to travel invitations on the wall. A small calendar for 1942 was thoughtfully attached below the likeness of Keene's itching feet.

Harmony Hostess-Rhythm Air and Harmony Cigarette Service (Pasadena, Calif.) chose a pretty girl in strapless evening dress reproduced from a color photograph, as subject for their calendar. Jos. Middleton Middleton Vending Co., Belleville, N. J.) used one of the lovelies of the artist Elvgren. And Joe Richarme (Long Beach, Calif., Coin Machine Co.) contributed a choice of 20 beauties who really displayed themselves—a type for every taste—to cap the collection. ◆

Buy U. S. Saving BONDS and Stamps for Defense

AUTOMATIC• PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation. International Mutoscope Reel Co., Inc., 44-01 11th St., Long Island City, New York.

REMEMBER PEARL HARBOR — SEE IT THRU IN '42

KANSAS CITY

KANSAS CITY, MO.—What's ahead for the coin machine operator in the Missouri Valley in 1942? Generally speaking there are several forecasts that appear certain: Most operators and distributors will adopt policies of looking forward rather than back. All equipment, particularly new, will cost more. There will be less new equipment. Operators will carry on hand larger stocks of parts and limits as to the size of these purchases are now being set by distributors.

Regularity in overhaul schedules have and are being adopted by operators to insure better operation and longer servicableness of machines. Merchandise and confection vendor operators are finding their stock costs climbing daily. In some cases price increases by the machines have been put into effect, in others the amount of merchandise to the customer lessened.

To be more specific, here is the way a few local dealers report as to what they expect and what they are doing:

"In the cigarette machine merchandising field volume is up compared with a year ago. More machines are on location than at the same time in 1941," so reports Manager Thomas of the Cigarette Service Co., Kansas City, Kansas. "The most important equipment shift recently has been from 'price' to 'standard and proven equipment'. We know there can be little to expect in the way of mechanical failure in this type of machine. They will need to be painted, adjusted and checked a little more often, but it should be a long time before even a shutting off completely of new machines would work a real hardship on us."

Cigarette Service placed its first member in the Armed Forces January 5th when Dan Wren enlisted in the Army Air Corps.

G. L. Atkeson, President of General Vendor, reports demand for beverage vendors growing daily. As is the case with most similar manufacturers the problem is shortage of vital raw materials. The plant is strongly considering manufacture of war materials.

S. L. Herman, advertising and sales promotional manager for Joe Berkowitz's Universal Manufacturing Co., believes 1942 will be the ticket-games manufacturers' biggest year provided the supply of paper is adequate. "Operators that heretofore have stuck entirely to machines are daily adding these games to their lines," he reports. "We are operating at 24-hour capacity and expect arrival of more new equipment for our plant within the next sixty days."

One of the biggest Industry Christmas Parties locally was that held at Universal by Boss Berkowitz for his flock. Music, food, drinks and presents of candied fruits were on the program which was attended by the 140 Universal employees on Christmas Eve.

Wallace Bryant, new W. B. Novelty Co., Wichita, Kansas, manager, returned home for the Holidays and had nothing but praise for his new field of operation.

From Central Distributing Co.'s Parts' Department comes advance notice of what the operators of music may expect in the months ahead. It has long been Managers Mason & Crummett's policy to limit size of orders that endanger, if filled in their asked-for volume, the supply in the area.

This policy was begun when manufacture of automatic music first began to be curbed. Orders for 25 units were cut down to 5 or 10. And now the same policy is being carried over into the Parts Department. There has been a noticeable trend on the part of operators recently to stock up on all types of parts, particularly such items as tubes—far in advance of their current needs.

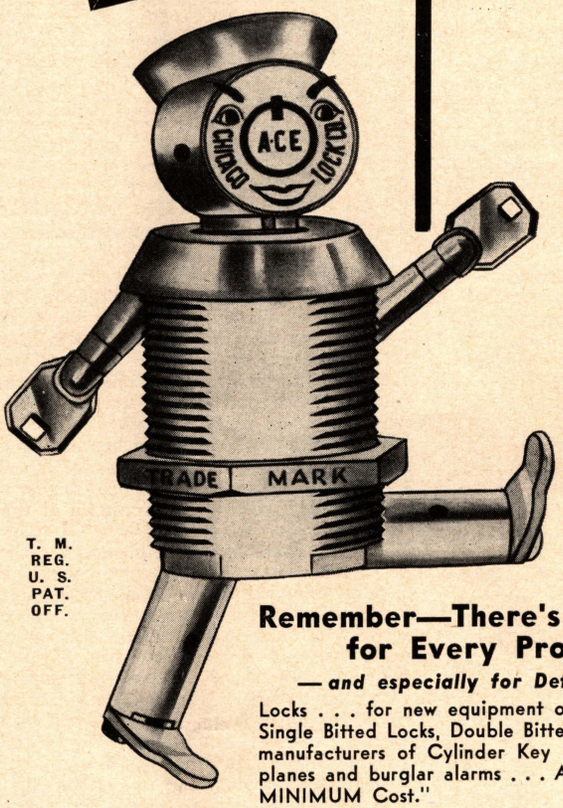
According to Central's records, Wurlitzer's recent 15% increase in price of parts has done little to discourage these stocking-up purchases. In many instances, these records show, the operators have requested large volume of certain types of parts far beyond their possible needs. Of course, the operator is advised that such orders, if filled, would be a waste of his money and suggestions as to how to best fill his reserve parts needs are given.

By following this policy the firm has to date been able to keep adequate supplies of parts and new machines on hand to meet their area's needs.

Each day is seeing more and more demand for good used phonographs and less of them to be had. Tires also are becoming operator's headache Number One. Many firms locally have for some time been using recaps. They report that they get about 75 to 80 percent of the wear of new tires out of them and that tires will take recapping

TURN PAGE

FORWARD
We March for PEACE and SECURITY



T. M. REG. U. S. PAT. OFF.

UNITED
we stand for the
"AMERICAN WAY of LIVING"
—which will
SURVIVE!

Remember—There's a CHICAGO LOCK for Every Protection Need
—and especially for Defense Against Sabotage!
Locks . . . for new equipment or replacements . . . Ace Locks, Single Bitted Locks, Double Bitted Locks, Padlocks, too . . . Also manufacturers of Cylinder Key Operated Switch Locks for airplanes and burglar alarms . . . All insure—"UTMOST Security—MINIMUM Cost."

Write for catalog of complete line.

CHICAGO LOCK CO.
2024 N. RACINE AVE.
Dept. 91, CHICAGO, ILL.

BUY DEFENSE BONDS — SEE IT THRU IN '42

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

until there is a break in the casing or other damage to the side-walls.

One local operating firm, reporting on use of recaps, says: "We like to have them recapped when there is still a little bead left on the tire. We check our tires every 100 miles or at least once every week. We drive slower, take curves at very slow speed, make no quick stops, don't rub against curbs and lay out our service calls to achieve the greatest economy of operation."

Nick Fasci and Abe Vanderwood are looking to an increased profit out of automatic music in 1942 through more sales of new and used phonograph records from their Mo-Kan offices. Located in a busy southside business section, the boys have installed an amplifier that continuously pours into the street a sales-getting message. In their windows they have installed a large poster for "This Week's Hit Parade" and they make no bones about the fact that they're really music merchants.

Carl Hoelzel can't see anything but a large growth of shops and an increased market for used equipment in 1942. "All table operators are going to have to learn more about the machines they operate," he says. "They're going to have to plan regular bring-into-the-shop-for-overhaul schedules and they're going to have to check locations closer to make sure they're profitable. This stuff of taking locations hit-and-miss is going to be out in the future. Operators are all going to learn that the merchandise they sell must be sold at a profit, that you can't expect one good location to carry several weaker ones."

Leroy Washington of United has just become the father of another draft exemption.

Hobbies, Inc., program for the new year, includes one regular meeting each month, held on the first Tuesday of the month at the regular meeting place at the Hotel President. The Board of Directors will continue their twice-a-month meeting.

Tony Varetti, formerly of United and now of Uncle Sam's Army, got his first leave recently during the holidays and headed directly for Coin Machine Row. Tony is learning to be an Army cook at Fort Leavenworth.

Parr's Entertain

LOS ANGELES—Mr. and Mrs. William Parr, of General Music fame, held open house for their friends Christmas Eve and all day Christmas. More than 100 partook of the Parr hospitality. ◆

OUR PRICE MUST BE RIGHT AND SO IS OUR SERVICE

SLOTS

1 5c B.F., 395,000 Ser.	$59.50
1 25c B.F., 399,000 Ser.	65.00
1 5c B.F. Slugproof Head, Brown Finish	75.00
1 5c B.F., 400,000 Ser.	65.00
1 10c B.F. Slugproof Head	75.00
1 10c B.F., 399,000 Ser.	59.50
1 10c B.F., Double Jack	49.50
1 5c Cherry Bell	69.50
1 5c Cherry Bell, Brown Finish	69.50
1 5c Extraordinary	39.50
3 5c Q.T., Lite Finish	39.50
3 1c Q.T., Lite Finish	39.50
2 25c Jennings Chief	42.50
3 5c Jennings Chief	42.50
1 10c Jennings Chief	42.50
1 5c Caille	35.00
1 10c Caille	35.00
1 25c Caille	35.00
1 25c Pace Blue Front Comet	$ 45.00
8 Green Vest Pockets	$ 25.00
10 Blue & Gold V. Pockets	35.00

ARCADE EQUIPMENT

3 Tommy Guns	$ 99.50
2 Sky Fighters	155.00
4 Radio Rifles	69.50
3 World Series	59.50
1 Daval Bumper Bowling	35.00
2 Texas Leaguers	25.00
10 Electric Drop Picture Machines with Legs	29.50
8 Drop Picture Machines, Hand Wind	15.00
3 Bally Alleys	17.50
12 Buckley Deluxe Diggers	79.50
Photomatics	Write
Mills Punching Bag	60.00

VENDING MACHINES

150 Columbus 1c Porcelain Nut Vendors. Each	$4.50
50 Northwestern 33 Nut Vendors. Each	4.50

CONSOLES

Mills Four Bells	$235.00
Pace Saratoga, 5c or 10c	79.50
Mills Square Bells	69.50
Jumbo Parade, P.O.	89.50
Fast Time, F.P.	69.50
Kentucky Club	49.50
Spinning Reels	95.00
'38 Tracktimes	75.00
Royal Flush, 5c	75.00
Royal Flush, 10c	75.00
Galloping Dominoes	75.00
Paces Races, Bl.	55.00

7 Singing Towers, like new.....Write for Price
8 Seeburg Wireless Wallomatics, $100.00 complete

FIVE BALL FREE PLAYS

A.B.C. Bowler	$75.00	Big Show	$18.00	Double Play	$59.50	Flagship	$15.00
Airports	12.50	Big Time	35.00	Do Re Mi	55.00	Flicker	39.50
All American	35.00	Blondie	17.50	Defense	39.50	Gold Star	30.00
Attention	35.00	Bangs	12.50	Dixie	22.50	Home Run	17.50
Anabel	19.50	Buckaroo	12.00	Drum Major	18.00	Jolly	18.00
Bandwagon	29.50	Broadcast	35.00	Do Boy	25.00	Landslide	29.50
Bally Beauty	17.50	Barrage	45.00	Dude Ranch	25.00	Lucky	15.00
Bordertown	30.00	Commodore	18.00	Fleet	25.00	Majors '41	49.50
Big Town	19.50	Charm	25.00	Formation	25.00	Metro	30.00
Box Score	15.00	Conquest	17.50	Follies	15.00	Mr. Chips	15.00
Big Chief	32.50	Cowboy	15.00	Four Roses	39.50	O Boy	18.00
Bowling Alley	18.50	C. O. D.	12.50	Fox Hunt	22.00	Polo	18.00
Big Six	15.00	Crossline	35.00	Fifth Inning	12.00		

We BUY, SELL OR TRADE all types of coin-operated equipment. One-half deposit—balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE 2021 PROSPECT AVENUE CLEVELAND, OHIO

Tommie Thompson just back from a trip to the South and West reports Coin Machine Arcades are springing up in every town of any size in the area. All arcade types of equipment are being featured and the places are doing a land-office business.

A. N. Rice and son, Jerry, have just opened a new arcade in Joplin, Mo., and it has been playing to capacity houses. Well known to Kansas City operators, A. N. and Jerry have been very active in coin machine circles recently in Wichita.

Operator Zor Gershon vacationed in New York City over the holidays. Zor has the distinction, along with Vernon Sperry of Topeka, of being an outstanding musician. His study of music at one time took him to school in Berlin and for a later period he was in the business professionally.

Which sets us to wondering what has happened to Vernon Sperry's music room since he sold out his music operation in Topeka recently. Anyone that has heard Vernon play is quite sure that he will never be too far away from a grand piano.

The two Franks, Fasone and Buccero, spread their Chrishmas cheer far and wide with gifts of hundreds of automatic pencils to locations and friends. For 1942 they see more and more locations going on the 20-cents per pack of cigarettes basis.

B. K. Anderson. ◆

February, 1942 Tax Calendar

A REVIEW SERVICE FEATURE

February 2

FEDERAL INCOME TAX. Withholding Agents. File amended ownership certificates where tax-free covenant bond interest is exempt or excess tax was withheld in 1941.

February 16

FEDERAL INCOME TAX. Employers and Corporations. Annual information returns on Forms 1096 and 1099 must be forwarded so as to reach Commissioner of Internal Revenue, Returns Distribution Section, Washington, D. C., on or before.

February 20

FEDERAL INCOME TAX. Withholding Agents. Monthly return of tax withheld on bond interest for the preceding month to be filed with the Collector of Internal Revenue.

February 28

FEDERAL TAXES ON ADMISSIONS AND DUES, FACILITIES, OIL PROCESSING, SAFE DEPOSIT LEASES, ELECTRICAL ENERGY, TRANSPORTATION, SALES (INCLUDING RETAILERS' AND MANUFACTURERS' EXCISE TAXES.) Taxpayers. Return and payment of tax for preceding month to the Collector of Internal Revenue.

FEDERAL USE TAX ON AUTOMOBILES AND PLEASURE BOATS. Automobile Registered Owners; Boat Owners. Pay use tax to Collector of Internal Revenue for period of February 1 to June 30, 1942. ◆

Mills' Bonuses

CHICAGO — Distribution of Christmas bonuses totaling $45,000 to over 2000 workers in three Mills factories was announced December 17 by Fred Mills, president of Mills Novelty Co. ◆

ARCADES-OPERATORS

TAKE A PEEK

NEW "GYPSY ROSE LEE" FILM, JUST RELEASED

New 10 Play PEEK SHOW

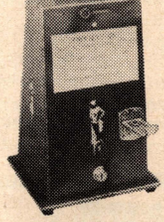
OR

"42" VIEW-A-SCOPE

Either Machine Ready to use **$24.50**

— QUICK PROFITS —

Electric Machines - - BALLGUM
Candy or Peanut - SILVER KINGS
$4.75 — Vendors — $7.95



AUTOMATIC GAMES

2422 FULLERTON STREET
CHICAGO, ILLINOIS

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

DENVER

DENVER—Despite the uncertainty as to the future distributors here are going along much the same as usual; the previous feeling of a boom year in the offing has changed somewhat for one with a little more pessimistic outlook, but the general outlook is that what has to be will be and that as long as merchandise is available operations will prevail much as usual, and that when the emergency more-or-less overtakes the industry it will be accepted in the best of spirits with the knowledge that it is for the best of all concerned, but we have a job to do and that it will be done in the best manner possible.

George Rowe, Wolf Sales Co. territorial man, returned from a trip through New Mexico and Arizona reports a bright outlook in that territory. Harry Bozarth, operator of Springerville, Arizona, has expanded his operations to include Holbrook and Winslow, Arizona. Things are looking up in Phoenix, the combination of a large concentration of soldiers and the start of a banner tourist season keeping operations humming. Dan Brennan, another Wolf territorial salesman who has been transferred to the San Francisco headquarters, turned in a similarly optimistic report on his last trip through Wyoming and Utah. Jack Watson, of Franney, and John Branney, of Casper, Wyoming, are expanding their routes; the latter now covering Lusk, and incidentally voicing high enthusiasm for organ speakers. Andy Stevenson, of Salt Lake City, was a recent West Coast vacationer. Operators Nick Barbarigos of Rock Springs and Tex Netherly of Franney, both rated crack shots have been doing a bit of hunting, and Nick is supposed to have bagged one of the largest Elk shot in Wyoming this season.

Jim Gaddis, head of Mountain States Music Distributors, Seeburg distributors, is very much radiating the spirit of business as usual. Jim says he stocked heavily during November and has enough merchandise to carry through a month or two.

George Fiorina, Santa Fe, New Mexico, operator made two Wurlitzer installations at two of the best spots in Raton.

Century Music Co., Denver operators, have made a clever gimmick for locations where either the owner, bartender or a waitress is a popular personality. The regulation record identification card is replaced with a card imprinted so-and-so's special and the record is usually a novelty on the order of Serenade To A Maid, The Bartenders Song, or The Sow Song. Naturally the customers are curious to see what the special is and when they find out the surprise element is passed along to others and results in steady play for the number. Century Music recently made the largest remote control installation in Colorado when sixty wall boxes and two Wurlitzers were placed at The Brown Derby which is one of the most popular rendezvous for soldiers in this area.

Gano Senter, head of The Rocky Mountain Soundies Co., reports that Panoram installations are going right along in the territory for which the company hold franchises. W. J. Mashek of the Platte Automatic Amusement Company of North Platte, Nebraska, has three machines in operation in that territory and Robert C. King with headquarters in Scottsbluff, Nebraska, has five machines going in that region. These set-ups will take care of operations in Western Nebraska. Gerald Whitney, company salesman, spent two weeks visiting his sons at San Diego, California. Gano Senter's Xmas display again attracted thousands of visitors to his Denver home. The big feature was the gigantic tree with four thousand ornaments from every Christian country in the world and Mr. and Mrs. Senter held a continuous open house throughout the holiday season for their many friends and those who gathered to see the unusual display.

Continuing its patriotic participation which started when each employee purchased a defense bond The Wolf Sales Co. has set up a display in its main show-window. Two large pictures made during the original bond presentation flank the display which is highlighted by a large sign in the center reading, "Remember Pearl Harbor, Keep 'Em Flying, Buy U. S. Defense Bonds, We Are Doing Our Share 100 Percent." A large American flag forms

LET'S GO AMERICA

THEY CAN'T BEAT US ! !

FOR DEFENSE — BUY UNITED STATES SAVINGS BONDS AND STAMPS!

Universal Employees and Executive Force Go 100% on Purchase of U. S. Defense Bonds on Payroll Allotment Plan!!

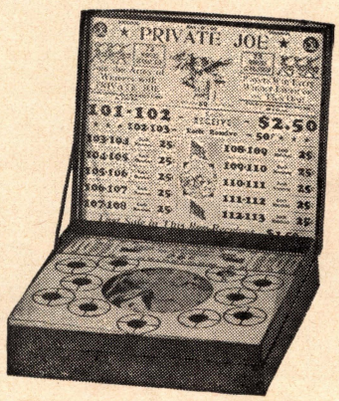
FOR THE TOPS IN THE INDUSTRY

Buy Now — Universal's 20 Brand New Hits!! Each and Every One — A Brand New Idea — Keeping Ahead of the Times!!

★

"United We Stand"
"Big City"
"Dark Horse"
"The Pacific Patrol"
"Do Or Don't"
"Big Bingo"
"Mystery Reels"
"Boom Town"
"Around The World"
"Roll'n Dough"

Available With or Without Jack Pot Cards!



Takes in 1260 Tickets @ 5c $63.00
Pays Out (Actual)..... 34.50
Profit (Actual) $28.50

★

"V for Victory"
Original "Red, White, Blue"
"Whirling Bells"
"Hunter's Paradise"
"Take It or Leave It"
"Bingo Jackpot"
"The Scoreboard"
"Defend Freedom"
"Smack That Ball"
"Hit The Pill"

Available With or Without Jack Pot Cards!

★

— IN LATEST LEATHERETTE JEWEL BOX —

4-Color Vanity Case and Gadabout Box—Box O'Do Style—The Very Latest in Ticket Games!!! Keep Your Locations Thriving—With Greater Profits!! Original Ideas Bring New Interest—Builds Morale—New Life and Pep Into Your Locations!!!

Don't Delay — Write Today!!

UNIVERSAL MANUFACTURING COMPANY, INC.

405 East 8th St. Dept. CMR-34 Kansas City, Missouri

"WE MANUFACTURE ONLY"

BUY DEFENSE BONDS — SEE IT THRU IN '42

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

They're Serving You

On The Fighting Front . . .

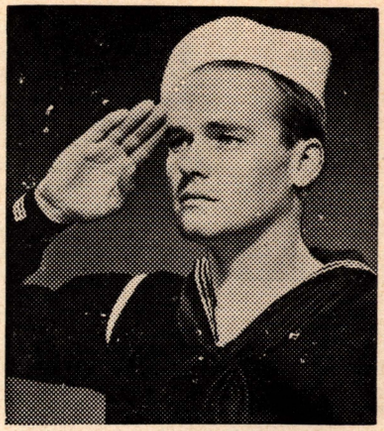
BACK THEM UP BY

BUYING DEFENSE BONDS

At Home . . .

WE'RE SERVING YOU

WITH THE BEST BUYS!



NEW GAMES

Chi. Coin '42 HOME RUN.....$132.50	Genco VICTORY.....$132.50	Exhibit AIR CIRCUS.....$164.50

USED GAMES

Ten Spots $64.50	Big Chief 49.50	Salute 59.50
Sunbeam 64.50	Big Time 54.50	Miami Beach 69.50
Argentine 79.50	Stratoliner 59.50	Gold Star 49.50
Sport Parade 59.50	A.B.C. Bowler 89.50	Paradise 57.50
Metro 49.50	Majors 69.50	Defense 52.50
Hi Hats 64.50	Captain Kid 74.50	Showboat 74.50
Red, White & Blue..... 52.50		

Our business is strictly Cash because we know operators have money!

"THE HOUSE THAT DOESN'T CHISEL!"

LONG BEACH COIN MACHINE CO.

1628 E. ANAHEIM **PHONE: 722-64** **LONG BEACH, CALIF.**

the background and the entire display is illuminated at night by several spotlights.

Gibson Bradshaw, head of the Denver Distributing Co., Rock-Ola distributors, has been away on somewhat of a circuitous trip which took him to Chicago on business, to Miami for a bit of a vacation, to Alabama to visit his former home, back to Chicago for more business and then home to Denver.

Recent conferences between Bill Bye, Wurlitzer district manager, Wolf Reiwitz, head of the Wolf Sales Co. and Al Roberts, Denver manager of the company will be continued during the next two weeks when Reiwitz makes a business trip to Chicago. Lois Beutler is a recent attractive addition to the office staff of Wolf Sales. Roberts in discussing the future outlook in the territory covered by the Denver office holds as optimistic a view as is possible under the circumstances.

Herb Trackman. ◆

Wired Music Unit Gives Emergency Calls

PASADENA—By instruction and authority of Victory Jory, assistant chief of the Pasadena Auxiliary Police, emergency announcements are being transmitted by his department and relayed to the 50-odd Pasadena and vicinity locations of Harmony Hostess-Rhythm Air, according to the statement of Arch C. Riddell.

First of these announcements was handled by the wired music unit on Saturday, December 27. In event of emergency the plan is for release of official announcements at approximate 15-minute intervals for at least an hour.

Locations have cooperated wholeheartedly and have assured their customers that such announcements are official. ◆

FREE INCOME TAX SERVICE

As a special service to the industry THE COIN MACHINE REVIEW, with the help of the Treasury Department of the United States, has gathered together complete data concerning Income Tax Returns on 1941 earnings and is prepared to give information and guiding reports to subscribers to aid them in properly filing their tax reports.

We have prepared 49 specific bulletins, all individually typewritten and approved by the Treasury Department, available to paid subscribers. A maximum of three free bulletins will be sent paid subscribers but additional bulletins are available at 10c per copy to pay actual stenographic charges. Check over the list below, circle the number of the bulletin you desire, and send in your request today!

1. Facts in a Nutshell.
2. Income Tax Don'ts.
3. Gross Income Determines Liability for a Return.
4. How to Avoid Common Errors.
5. Forms for Making Returns.
6. Simplified Returns for Optional Tax.
7. Who Must File A Return.
8. Save for Taxes.
9. Methods of Accounting and Records for Income Tax Purposes.
10. When to Report Income From Salaries, Wages, and Other Sources.
11. Returns of Income of Decedents.
12. Time for Filing Returns of Individuals.
13. Returns of Income of Minors.
14. Personal Exemptions and Credit for Dependents.
15. Normal Tax and Surtax Rates.
16. Computation of Tax on Individuals.
17. Earned Income Credit.
18. Exemptions Allowed Couples Married During Taxable Year.
19. Who is the Head of a Family?
20. What is "Family"?
21. Gross Income, Net Income, and Surtax Net Income.
22. Income of Farmers.
23. Income Constructively Received.
24. Items Exempt from Tax.
25. Deductions for Business Expenses.
26. Deductions for Professional Expenses.
27. Expenses of Farmers.
28. Compensation of and Deductions Allowed State Officers and Employees.
29. Losses on Stock Transactions.
30. Gains or Losses; Capital Assets.
31. Deduction of Capital Losses.
32. Losses From Casualties, Theft, and Wagers.
33. Losses of Farmers.
34. Deduction for Taxes.
35. Bad Debts—Year in Which Deductible.
36. Deduction for Contributions.
37. Deduction for Interest.
38. Bad Debts—Method of Deduction.
39. Deduction for Depreciation.
40. Depreciation Allowances.
41. Automobile Deductions.
42. Deduction for Tax on Motor Gas.
43. Deduction for Traveling Expenses.
44. Deduction for Losses Other than from Sale or Exchange of Capital Assets.
45. Items Not Deductible.
46. Addition to the Tax for Delay in Filing Returns.
47. Checking Delinquents.
48. When, Where, and How Taxes are to be Paid.
49. Last Call for Income Tax Returns.

Buy U. S. Savings BONDS and Stamps for Defense

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Employees of Universal Manufacturing Co. at the 1941 Christmas party. BELOW: executives of the firm. Front row, left to right: Elmer Hogue, Night Supt. of Printing Dept.; Joseph Berkowitz, Gen. Mgr.; W. P. Baldwin, Day Supt. of Printing Dept.; S. L. Herman, Advertising and Office Mgr.; J. O. Peden, Jr., Supt. of Folding Dept.; Standing: Frank Murdock, Head Cutter; Bert Cullen, Head Pressman; Joyce Jensen, Secretary; Thelma Province, Ass't. Secretary; Mrs. Mary A. Peden, Forelady of Folding Dept.; Henrietta Constance, Head of Shipping Dept.; Bernadine Stockbauer, Head of Stapling Dept.; Santa Claus; E. G. East, Ass't. Maintenance Man; Orville Wagner, Shipping Clerk; R. L. Jefferson, Night Maintenance; Harold Ourderkirk, Chief Maintenance Man.

San Francisco Coinmen Assure Defense Aid

SAN FRANCISCO — With the entire membership of the Amusement Merchants' Association eager to do their part in the present war situation, the initial step in the Association's participation program of working in conjunction with the Civilian Defense Council has been taken by Managing Director Sidney Mackin with advice to Governor Culbert L. Olson, San Francisco's Mayor Angelo J. Rossi, Chief of Police Charles W. Dullea, and Civilian Defense Council Coordinator Eric Cullenward.

Mackin's letter declared that at the last meeting of the Association's board of directors he was instructed to offer the facilities of the organization and its entire membership for use of the Council. It further advised of the distribution of a bulletin of instructions to some 1500 small retail merchants the majority of whom posted the information in a prominent place.

Bulletins gave a point-by-point outline of instructions for what to do in the event of air raids, and instructions of procedure in the case of injury, listing and giving addresses and telephone numbers of emergency hospitals, medical aid centers, outpatient departments.

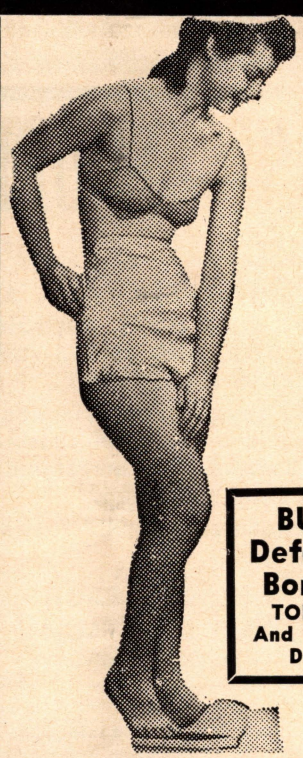
A letter accompanying the bulletin stressed the need for 100% cooperation and stressed the warning that "One careless infraction of the rules could bring a serious disaster to our city." ◆

Universal Employees Have Christmas Party

KANSAS CITY, Mo. — Food, drinks, presents, music, and a real, live Santa Claus were featured in the fifth annual Christmas party of Universal Mfg. Co. for its employees. The Christmas tree, bedecked with presents from one employee to another, also marked the distribution to more than 140 workers of a two-pound box of candied stuffed-fruit as Universal's gift. Though General Manager Berkowitz indicated next year's dinner might call for hamburgers, this Christmas celebration—because it was the fifth—saw an abundant supply of turkey given everyone.

"Even if we should have to serve hamburger next year," Berkowitz declared, "we'll still be in there pitching and continuing to improve our plant, our products, and to enlarge our clientele. You can depend on another thing, too—we'll be pulling for Uncle Sam. Universal personnel has a 100 percent record of Defense Bond buying."

Commenting on the year ahead, Berkowitz reported his firm was entirely prepared for the display at the Chicago Show when word of its cancellation came. As a result, he indicated, Universal customers will continue to receive "the same wide-awake progressive ideas always displayed by us at these Shows. We need only to point to the 20 brand new deals we now have available, to prove this is a fact. Universal did not make new deals because of needed business; we are far behind on orders which continue to pour into our office. But it is our policy to keep our clientele supplied with new ideas that bring new interest to players and locations alike." ◆



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VENDORS

OPM Extends Cuts to Vendors

WASHINGTON, D. C.—On January 6th the Office of Production Management imposed sharp curtailments in the use of critical materials for the manufacture of machines vending cigarettes, food, candy, nuts, chewing gum, and beverages. Savings of 5,000 to 10,000 tons of steel and of 500 to 750 tons of zinc a year are expected to result from the order.

After February 1st prohibited materials such as aluminum, stainless steel, chromium, copper, copper base alloys, lead, nickel and tin may not be used at all in vending machines.

Other vending machine curtailments ordered: iron and steel, 25% during January and 50% thereafter; zinc, 50% for January and 75% thereafter. These percentages are of the average monthly consumption for the 12 months ended last June 30. Restrictions do not apply to stamp machines nor to automatic restaurants (automats).

Approximately 50% of the industry's 12,000 employees in the Chicago area have been laid off as a result of the curtailment order and the manufacturers are seeking "any kind of defense contracts they can get." ◆

Parina Offices Activity Beehive

LOS ANGELES—These have been busy days at the local offices of R. A. Parina & Co., with Dick Parina in from the San Francisco office to check over year-end reports, work out 1942 plans with the help of brother Tony, and make calls upon Southern California cigarette, candy and gum operators.

Tony Parina has been additionally active with several of the other distributors and operators in working on the proposed $15.00 per year machine tax in Los Angeles. Meetings have been held with various public officials and a comprehensive campaign worked out which it is hoped will result in a fair and equitable tax on vendors in the city. ◆

U-Need-A-Pak Execs. At N.A.T.D. Meet

NEW YORK—Leo Willens and Murray Wiener, vice president and secretary respectively of U-Need-A-Pak Products Corp., will be in Chicago January 13th to 17th to attend the convention of the National Association of Tobacco Distributors. "Although we are not displaying the Norman Bel Geddes-designed Model 500 cigarette merchandiser, we want to greet all our friends and customers among the Tobacco Distributors," they said, "and will make our headquarters at the Sherman Hotel in suites 512, 514 and 515." ◆

Rowe Booth To Sell U.S. Defense Bonds

BELLEVILLE, N. J.—Rowe Mfg. Co., Inc., maker of automatic merchandising machines, has donated its entire exhibit space at the National Assn. of Tobacco Distributors Convention to the United States Government for the sale of Defense Bonds and Stamps.

In a letter expressing appreciation for this generous offer, Federal authorities accepted and announced that some celebrity of stage or screen would be appointed to manage the booth. The Treasury Department will make a complete display under a placard reading: "To promote the sale of United States savings bonds and stamps, this space has been donated to the government by Rowe Manufacturing Co., Inc., world's largest builder of cigarette, candy, gum and mint merchandising machines."

As a result of this patriotic gesture, there will be no Rowe exhibit at the NATD Show in 1942. This will be the first time since the organization was founded, more than ten years ago, that the Rowe Company has not actively participated. ◆

VICTOR VENDORS — FEDERAL TAX FREE

VICTOR MODEL V

TRULY A GREAT VENDOR. IT IS UNIVERSAL, VENDS ALL TYPES OF BULK MERCHANDISE, SUCH AS NUTS, CANDIES, PISTACHIOS, ALMONDS, BALL GUM, ETC., AND VENDS THEM ACCURATELY. NO ADDITIONAL PARTS NECESSARY.

Model V is a de luxe vendor finished in powder blue trimmed in chrome, or at a small additional cost in a beautiful shade of red porcelain with chrome top and bottom. The merchandise chute on all Model V vendors is porcelain enameled.

Model V capacity 6 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum; vends 1/2, 5/8 or 3/4 ball gum.

STANDARD FINISH MODEL V, ONLY $8.50 EACH
PORCELAIN FINISH, MODEL V, ONLY $9.50 EACH

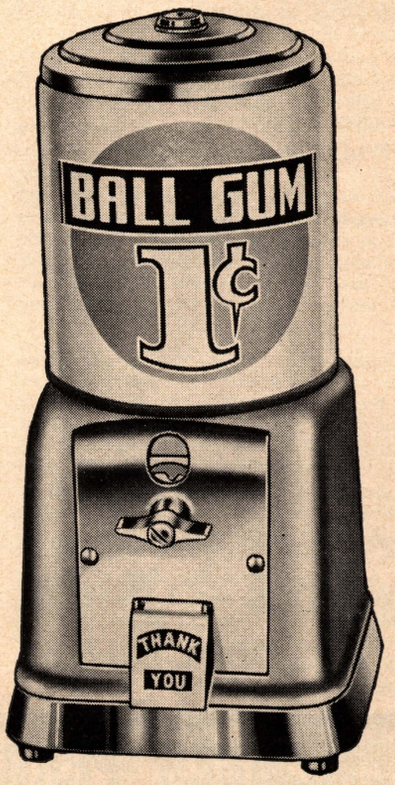
MODEL V PREMIUM DEAL COMPLETE CONSISTS OF THE FOLLOWING:

1 MODEL V VENDOR, STANDARD FINISH	$ 8.50
1 INSERT IN MACHINE	.50
1 PREMIUM DISPLAY BOARD WITH 20 PREMIUMS	3.50
MACHINE FILLED WITH 1100 BALLS OF GUM, INCLUDING 20 STRIPED BALLS	1.00
COMPLETE DEAL READY TO SET ON LOCATION ALL FOR ONLY	$13.50

MACHINE TAKES IN $11.00, PAY LOCATION 25% OR $2.75. Your Net Return Is $8.25. Your profit on every refill is $3.75. 25 lbs. of Premium Gum, appr. 5000 Balls, only $4.50.

MANY MODEL V PREMIUM DEALS WILL EMPTY 2 TO 3 TIMES A WEEK. BE ACTIVE IN YOUR TERRITORY WITH THIS PROVEN MONEY MAKER. ORDER ONE OR MORE DEALS TODAY, PLACE THEM ON LOCATION AND SEE THE MONEY ROLL IN.

Terms: 1/3 Cash With Order, Balance C.O.D., or Send Full Amount and Save C.O.D. Cost.



VICTOR VENDING CORP.

5711 W. GRAND AVE. CHICAGO, ILLINOIS

LOS ANGELES

LOS ANGELES—War struck home in earnest to Los Angeles coin men with the turn of the year. Familiar faces are missing in many jobbing and distributing offices as repairmen, salesmen, and the boy that cleans up leave for duties in the army, navy and marines. Several have volunteered for home defense projects, air raid warden duty, reserve firemen, emergency police and reserve patrol duty.

Despite the presence of war a gala Christmas season prevailed in coindom. Greeting cards exchanged by members of the industry were more lavish this year than for several years past and the patriotic theme dominated many of them.

Frank Jarrell, Westport Distributing head, drove back to the old home town of Kansas City for the holidays.

Clayton Ballard, Packard district manager in the Northwest, brought the missus and the baby home to Los Angeles for Christmas.

The industry was saddened in December to learn of the death of Walter Giles at Monterey Park on the 15th. He had been associated with Henry Ballard operating marble tables.

Mario Castegnaro, of APDI, Christmased in New York when the holidays caught him in the East for APDI conferences.

Mac Mohr took a swing over to Phoenix before Christmas and returned with a sock full of orders for Evans console equipment.

Lou Favorite, absent from the coast for almost two years, arrived with Mrs. Favorite on December 24th for a Christmas visit. Lou has been active in placing coin-operated guesser scales for the blind and has been headquartering in Washington, D. C., and Philadelphia.

The Paul Laymons will be moving into their new home in the Huntington Palisades very shortly.

Among the pre-Christmas open house parties that still linger in the minds of localads is the one at California Simplex Distributing where Russ Smith acted as host and pulled the corks for the many who called. Another bright oasis the two days before Christmas was the offices of E. C. McNeil where visiting cigarette operators enjoyed Tom and Jerrys and spread Yule cheer freely.

Lou Cantor, New York, is expected on the coast about the 21st and the Cantors of Western Vending Machine Service are counting the days.

Mac Sanders has volunteered his services to the sheriff's office for civilian defense and is learning the ropes through 60 hours of special schooling. Mac hopes to top the class and is doing plenty of practice shooting behind his establishment on Pico.

The old Chicago standbys who trek West each winter for the racing season will be missed this year for the Santa Anita racing season has been called off.

Charlie Berkemeyer has added an apartment building to the Berkemeyer holdings in San Luis Obispo.

Latest statistics show a population increase in California of over 475,000 during 1941. Operators are rejoicing over the prospects with so many new spenders in our midst.

Thompson Brothers are knocking 'em over right and left in Long Beach and have purchased and installed over 100 Packard Pla-Mor remote control units purchased from the Jack Gutshall Distributing Co.

And speaking of Jack Gutshall . . . he still has the two deer he shot in Utah in November in a L. A. locker plant awaiting the arrival of Senor Capehart from the wilds of Indiana.

Fred Gaunt at Trojan isn't complaining one bit about business, in fact he muffled a slight complaint of being kept too busy with demands of operators for equipment right now. Fred goes the limit to help the lads.

Harry Holdsworth, former music operator, reports he is now stationed with Uncle Sam's troops in Ogden, Utah. Another coinlad, Bob Riddell, writes he is enjoying his stint with the United States air corps in Colorado.

Percy Shields says his slogan of "The Little Store With the Big Bargains" has really caught on in the trade and more and more old friends are beating a path to his door.

Dick Parina, of R. A. Parina & Co., S. F., spent the first half of January in the city calling on operators with brother Tony showing him about.

The Stewart Novelty Co. of Salt Lake City was also represented in the city the second week in January when Stewart drifted in to find out "what's it all about" and what he can expect up in the Mormon country for 1942.

Les Lorden is another localite not complaining for Les is busy from sun-up to sun-down and then some with his film business. Les has been very successful with his rental department and is building up a nice list of steady customers the country over.

Cal Brown pipes that Mills Panoram is still moving faster than the factory can supply them. Cal has made an intensive study of the movie field and sees in the Panoram a machine so flexible that it will last for years and years. ◆

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SUBMARINE GUN

100% LEGAL

Limited Quantity

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MARBLE GAMES

Lowest Prices In Town.

WE WILL NOT BE UNDERSOLD!

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NEW!! NEW!!

FORM "H"

HANDY SET

LOCATION AGREEMENT

Form P	for Panoram or Movie Machines
Form W	for Drink Machines
Form D	for Bally Beverage Vendor
Form K	for Pin Games
Form R	for Phonographs
Form V	for Vending Machines
Form B	for Skee Ball and Payout Machines
Form A	for Slot Machines
Form F	for Diggers
Form S	for Salesboards
Form C	for Record Requests
Form T	for Cigarette Machines

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SEATTLE

SEATTLE—A man's true colors, some wise man once said, are brought to light by adversity. When the stakes are on the table and all hell has torn loose in a chaotic maelstrom, then is when courage or cowardice rears forth and claims the man. This war is still young, but already it has proved Coin Row's jobbers big men.

What is the jobber's attitude? Is he crying because years spent building a solid foundation and cultivating good will may go for naught? Listen:

"We may have to close," is the typical answer, "but we're not the only industry facing a temporary eclipse. When war is over, this business will fall heir to a prosperity era that few can imagine. The desire for new amusement devices will be terrific."

Another pretty sharp fellow makes these comments: "The war is doing a great service for the industry and here's how: In the past the public was scornful of everything about the coin machine set-up. 'Racket' and 'slot machine' were commonly used in lieu of 'business' and 'pin game.' Then the shooting started. When the government required precision instruments for their new machine, who did they turn to? The coin machine manufacturer. And for what reason? Because the coin machine industry has the greatest collection of crack engineers under its roof than any other. Look into the innards of a pin game or paytable. Notice the complicated mechanism? It took brains to rig those items together. And while the refrigerator and electric range manufacturers were turning out one new model a year, the coin machine men were putting five models on the assembly line. The engineers at Coinland were getting five times the practical experience as the utility houses. That's why you now hear our bunch referred to as 'coin machine manufacturers,' and you hear 'coin machine business' spoken in a manner that is complimentary and not slurring. The prestige and esteem of this industry are just beginning to unfold to a heretofore blinded, narrow-minded public."

● BALL GUM — *Finest Quality*
¾" or ⅝" — *Write for Samples and Prices*
U. G. GRANDBOIS COMPANY—Kalamazoo, Mich.

We'll Come Thru
A CHAMPION ALWAYS DOES
"With confidence in our armed forces, with the unbounding determination of our people, we will gain the inevitable triumph. So help us God."
Franklin Delano Roosevelt
December 8, 1941
Arthur H. DuGRENIER, Inc.
15 Hale Street Haverhill, Mass.

Salvaging From the Shrapnel—After seven months' employment in Victoria, B. C., vet Coin-Rower Al McKern is back in Seattle circulation, on the payroll of Con Ellingsen. . . . George Schnabel spent the best part of a lifetime perfecting the dilliest automatic coin chute you ever saw; 200 orders pour in on samplesight—but Uncle Sam stands guard over the vital metals required to manufacture it. "I lost a million bucks", mourns George, "but it'll be worth twice that if we can lick those Japs."

Mrs. Ron Pepple has the answer if hubby's Northwest sales should find the going tough. Her faithful spouse presented her with a mangle for Christmas; so what's wrong with starting a laundry? This way, hubby may lose his shirt—but he'll get it back pretty pronto: cleaned and ironed, too.

Walter Solomon, Jr., son of Western Distributors' major domo, was a thrilled eyewitness to the recent naval warfare off the California coast, when a Jap submarine sank a U. S. merchant ship and U. S. planes sank the sub. Walter Jr. is a member of the Coast Guard. . . . She was having difficulty getting deliveries on orders via telephone, telegraph and mail, so Syb Stark decided to cut loose her heart-melting smile on a personal tour. Result: she left for a three-week punchboard-merchandise buying jaunt that will take her from coast to coast and over a total area of some 7,000 miles.

Fibbings from Harper-Meggee: He entered the bulldozing field in Skagit County a Lamb and came out a Lamb, after a three-year shake-up. Now he's on record for the disc business. Randy is his first name. So terrific was the jouncing of the big cat on his vital organs that the army deferred him. . . . Connor Gray, the personality lad behind the counter, resigned to accept a Junior Inspector's job at Boeing Aircraft. . . . Clerk Esther Boucher week-ended with her family in Yakima recently.

Digging the Dirt at Decca: A heavy cold vs. Bill Clark headlined the program last month. The cold won out and Bill ended up flat on his back. . . . Comrades-in-arms: Salesman Ray Brasswell and Order Clerk Vic Travethan, plucked by Unc Sam to make the formidable army even more formidable. . . . The two-month suspense was nerve-jangling, but the results were well worth the strain. Doyal Gudgel greeted 7½ pound Diana Kay on December 21 and celebrated by passing out poorly ventilated cigars, after which the smokers followed suit by also passing out. . . . Another newcomer to the ranks: Mrs. Margaret Parker, a refugee from Newberry Department Store's record department. . . . A week's pay for those employed six months or more was dished out to Decca hirelings as a Christmas bonus. At the present rate of rapid employe turnover, all those with six months' service are now classified as "veterans," and those with a year's Deccaing as "old-timers."

MOVIES

Castegnaro Announces Lower APDI Prices

HOLLYWOOD—Back from a quick business trip to Chicago and New York, where he conferred with General Salesmanager Sam Lucas on plans for Associated Producers Distributing, Inc. releases, Mario Castegnaro has announced that enthusiastic acceptance of APDI Films has resulted in a volume that has permitted reduction in price of program reels to $55.

"Despite the fact that manufacturers of coin machines have curtailed their production, the demand for films is ever present to supply the boxes already on location," declared Castegnaro. "The public needs entertainment now as never before and my trip east and conferences with Harold Raymond, APDI president, and prominent operators and distributors throughout the nation served to give me a clearer picture of just the type of entertainment needed. The public is not satisfied with one program a week and the majority of the pictures do not satisfy. They want peppy fast dance tempo in the music and clever film interpretation. Also of importance are personalities and top name talent and we here at APDI intend to supply operators with just the type of material the public demands."

Current releases indicate a distinct trend toward bigger and better entertainment, Castegnaro asserted, declaring that the pictures are miniature feature productions in 16mm. Recorded arrangements are rhythmic and danceable, and photography is eye-filling. Recording, done at RCA, is under direction of Marvin Hatley, for many years at Hal Roach Studios where he scored many a topnotch production.

Collaborating on the musical composition with Harold Raymond and Roy Newell is Louis Herscher, prolific ASCAP composer and general manager of Featurettes. Herscher has composed such song hits as "One More Kiss" and "Dream Daddy," and has handled the scores of such film productions as Selznick's "Adventures of Tom Sawyer" and Paramount's "Little Orphan Annie." Nat Simon and other able composers are likewise represented in APDI releases.

Material selected was chosen on the basis of entertainment value as viewed through the coin machine, and on the basis of public reaction through numerous tests and surveys. ◆

Interesting shots from APDI release 106. Top: The Four Merry Men of radio featured in "What Did Mrs. Doodle Do When Yankee Went To Town," and four shapely girls in "Peg Leg Pete the Pirate" having fun aboard ship. Bottom: the "bumps" gals from N. T. G.'s revue, featured in "Dancing In a Harem," and Ann Jeffrys and Guy Rennie in "Love Never Happens To Me."

'Slap the Japs' Timely Soundies Release

HOLLYWOOD—Timely as today's headlines, and believed due for tremendous popularity, Soundies' release for January 5 includes R.C.M. Productions' executive producer Sam Coslow's "Let's Slap the Japs Right Into the Laps of the Nazis."

Ray Noble's band's "Fraidy Cat," "Flamingo," with Duke Ellington and his orchestra, and the hit song "Love Me As I Am," starring Johnny Downs and Sugar Kane are other top tunes included in the program. Other numbers on the program are "Seven Beers with the Wrong Woman," with Snub Pollard and Greta Granstedt; "Bli-Blip," featuring Marie Bryant and Paul White; "Only Yesterday," with Leon Navarro, and "If Mother Could See Me Now," starring Jimmy Dodd and Gai Moran. ◆

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Reviews

OF PICTURE PRODUCT

1. MRS. YANKEE DOODLE.

Featuring the Four Merry Men of radio the lead-off number on this program reel packs a lot of entertainment. Dressed in Colonial soldier uniforms the lads chant the catchy lyrics of "What Does Mrs. Doodle do when Yankee Goes Away." Yankee is shown leaving the Mrs. and she promptly calls up the Blacksmith, the Bell Ringer, a Soldier and the Town Crier to join her in cards and a taffy pull . . . thereby explaining what goes on when Yankee goes away. Good singing by the Four Merry Men. Cute song-story.

2. PEG LEG PETE, THE PIRATE.

Don Kennelly is the swash-buckling one-eyed pirate aboard deck in this short. Kennelly sings while four pirate lassies in abbreviated attire showing shapely gams, strut through a meaningless routine and finally end up by leaping the plank. Average entertainment fare.

3. LOVE NEVER HAPPENS TO ME.

Here's a tricky bit of doings that will get by in royal fashion. Guy Rennie, night club star, is shown in the Park singing the title tune. A beautiful blonde in the person of Ann Jeffreys joins him on the park bench and shares his misery. When she leaves Rennie finds his watch is also gone as well as his money and he finishes the stint sing-

NEXT PAGE

NOW MORE VITAL THAN EVER!

FOR NATIONAL DEFENSE — Buy U. S. Defense Bonds and Stamps!

For FILM DEFENSE — O'SULLIVANIZE!

We have been hurt, attacked without warning, by lawless aggressors. But the LAST VICTORY—the *important* one—will be OURS . . . won through united cooperation of the American people. You can help bring swifter, surer peace by buying Defense Savings Stamps and Bonds.

Your film is being hurt, too—being attacked without warning by ruthless damage. COLOR FADES . . . FILM IS SCRATCHED . . . SPROCKET HOLES TEAR . . . FILM WEARS OUT! The only SURE VICTORY against damage is PREVENTION . . . and prevention means O'SULLIVAN FILM PROCESS. ALL films will last longer, will be protected indefinitely, with the inexpensive, economical O'SULLIVAN FILM PROCESS. PROTECT THEM NOW! Until January 31 we'll process a COMPLETE 24-minute program reel for only $2.50, plus return shipping charges.

HOME MOVIE FANS! — Your films need protection, too — particularly those irreplaceable shots of children, and the boys in the Service. Don't take chances! PROTECT THEM NOW!

★

24 HOUR SERVICE!

8mm Charges:		
200 ft.	**cleaned**	$ .25
	processed	1.00
400 ft.	**cleaned**	.50
	processed	1.50
16mm Charges:		
400 ft.	**cleaned**	.50
	processed	1.50
800 ft.	**cleaned**	.75
	processed	2.50
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AT REASONABLE PRICES
Several reels of 8 Subjects each. All reels have just enough "Spice and Oomph" to get the dimes.
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ing, "Love Never Happens to Me" in a truly dismal fashion. Very good.

4. SWEET HAWAIIAN DREAMS.

A neat Hawaiian number, and timely, too, featuring the dancing of Princess Luana. Grass skirts and all are on tap as well as a very girly looking chap in swim trunks for extra guffaws. Music is interesting and process shots appealing.

5. AT A LITTLE COUNTRY TAVERN.

Eleanor Counts, Hollywood's most photogenic miss, struts her stuff in this flikker with Gilbert Frye handling the vocals on a rather catchy tune. Frye visits the Tavern, falls for Eleanor in her Dutch gal outfit, skips the attentions of a heated damsel who traipsed upstairs with a "come hither" look in his direction, and ends the number by imparting the fact that he has taken over the joint because of Eleanor. Plenty of youth and appeal in this one.

6. A WEE BIT OF SCOTCH.

Gertrude Niesen comes to the fore to make this number the high spot in the program. With two other Scotch lassies she sings and dances a few Scottish numbers while across the street a Scot buys a paper from a Scotch newsvendor and drops the coin he proffers in payment. Flashbacks from time to time show the two digging for the coin until in the end another Scotchman joins them, jumps down in the hole they've dug and picks up the coin . . . a one-cent piece. Niesen's songs include "Annie Laurie" and "The Campbells Are Coming." Exceptionally well done and splendidly directed by Roy Mack.

7. THE GOLFER'S LAMENT.

Arthur Q. Bryant, the well known lisping rotund comedian of radio makes this the comedy hit of the reel. Scene is on the golf course and as he is teeing off pretty girls drift by quite appropriately as he bemoans "the 'ittle ball just sits upon the tee." In the end he accidentally hits the pellet to make a "hole in one." Costumes, timeliness of the gal interruptions to blend in with certain lines in the song, make it a comedy masterpiece. A very appropriate "next-to-closing" number for this program.

8. DANCING IN A HAREM.

Hot stuff! Ralph Peters, an explorer, accidentally drops into a harem and from then on their is all manner of hip waving, serpentine dancing, hootchy-kootchy and what have you. Likely too torrid for some states, but bound to boil the blood of the folks that like 'em hot and different.

SUMMARY: Here are eight subjects that make up a nicely balanced program for any type of audience. The two sparklers on the reel are "Wee Bit of Scotch" and "Golfer's Lament." Both are directed by Techniprocess's Roy Mack and are alive with originality and clever direction. Gag bits in both are smart showmanship. Best song number is "Love Never Happens To Me" and Rennie does a nifty job of putting it over.

Paul Blackford. ◆

Tip Given on Screen Cleaning

HOLLYWOOD—A clean, lintless cloth, dampened with soap and water, is all that is necessary to do a good job of cleaning the Panoram screen, according to the service department of the Soundies organization. For a clean, "pleasing to look at" screen, the following recommendations are made:

With a clean, lintless cloth, dampened with luke-warm water, lightly surfaced with Ivory soap, gently rub entire surface of screen, using another clean, lintless cloth dampened in clear, luke-warm water, wipe screen lightly to remove any remaining traces of soap; screen will dry in approximately five minutes in ordinary room temperature. Both sides of the screen may be cleaned in this manner. Under no circumstances should screen be cleaned with chemicals or abrasives. Avoid exerting too much pressure when rubbing screen. ◆

Mills Sales Sends Gifts to Operators

OAKLAND—Mills Sales Co., Ltd., with branches in Los Angeles, Portland, and Las Vegas, Nev., headed the Christmas parade by sending their regular operator customers, some days in advance of Christmas, an attractive folder mimeographed in red and green inks on green paper and tied with a bit of red yarn.

As the recipient turned the folds he got the following message: "Well, can you tie that! . . . Christmas darn near here again —so, a present in advance for you." Both were embellished by sketches of Santa Claus. Then: "It's under the tree."

Under the red-candled, star-topped green Christmas tree, in a bit of Christmas paper, was a check made out to the recipient, good for $5 in trade when applied on any new Mills machine. Check was signed by Warren H. Taylor. ◆

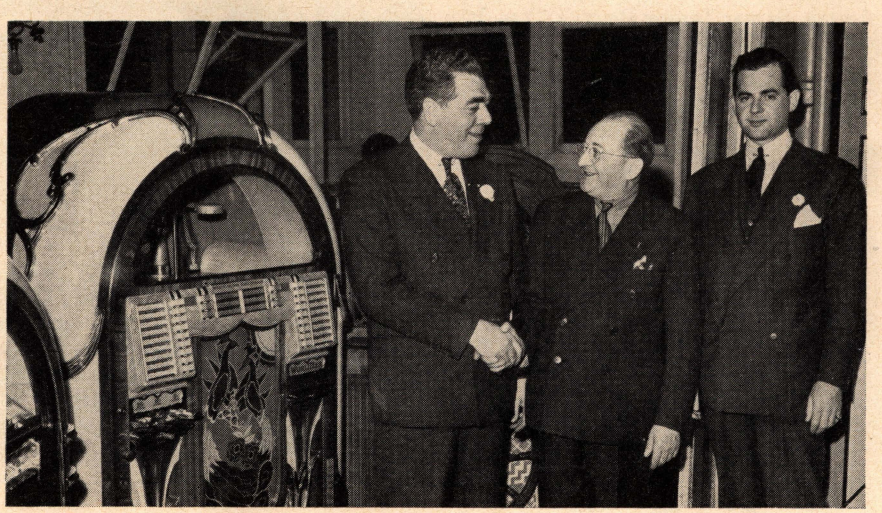
Metermovies Works On Defense Basis

LOS ANGELES.—The engineering department of Metermovies, Inc., manufacturers of the Metermovie coin machine, has branched into a war program in the interest of National Defense, the COIN MACHINE REVIEW was informed this week, and for the duration of the war the production of Metermovie machines will be curtailed in accordance with the provisions set up for conservation of materials needed for National safety. This move has been smoothly and quickly accomplished according to a prearranged plan, Metermovie officials stated, making engineering and plant facilities and equipment of the firm available for emergency war production. The engineering division has for several months been developing equipment for defense production.

Metermovies' new 1942 model Metermovie machine, now in limited production, will continue moving off the assembly line within the production schedule set in operation prior to the outbreak of hostilities. The "100% Automatic Machine" features special new safety provisions and other improvements that simplify operation.

Metermovie officials, while lending full weight of their company to the war effort, wish to assure the trade that the future of the coin movie machine industry continues to be highly promising despite the curtailment necessary at present. In their opinion the business will continue to flourish within the limitations set up. The company points out the very great influence that motion pictures are recognized to have upon the opinions and emotions of the majority of people, the similar effect of music upon the human system, and accordingly the beneficial results upon civilian morale of high-quality musical entertainment films. Automatic devices of all types occupy an important place in the national economy and automatic amusement machines are firmly rooted in the American way of life.

The coin machine operator, other than by direct action through the purchase of defense bonds and stamps and serving personally in the military and civilian defense programs, can offer no more useful function than to continue to serve the public, and to strengthen the country's morale by continuing to make available the amusement devices, the songs and the films which are so typically a part of the American scene. ◆



Harry Rosenthal, president, Colorado Dispenser's Assn., congratulates Wolf Reiwitz and Al Roberts of Wolf Sales on handsome Wurlitzer display at Association's recent meeting in Denver.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

MUSIC

Last Look—The Music of 1941

By DAVE DEXTER, JR.

New York Editor and Record Critic of Down Beat

NINETEEN FORTY-ONE WAS THE YEAR when the phonograph record hit its peak. The waxworks' estimate that 120,000,000 discs were sold before January 1, which means that more records were sold in 1941 than in any other 12-month period in the recording industry's history.

"Intermezzo," "Amapola," "Hut-Sut Song," "I Don't Want to Set the World on Fire," "Daddy," "Piano Concerto," "Jim" and a half-dozen other pop tunes led the field in 1941, helping boost platter sales to an all-time high. Despite the ASCAP-Radio imbroglia, which handicapped publishers and bandleaders alike, the recording business escaped harm. Of the year's biggest selling waxings, listed above, none was ASCAP property. But 1942 may be a different story.

As far as trends go, there were few new faces popping into the winner's circles on discs. Alvino Rey, Les Brown, Charlie Spivak, Claude Thornhill and Tommy Tucker, for the first time, became potent leaders in the recording field. But in each case their bands were organized before 1941. Freddy Martin, who's been kicking around a long time, with virtually no success on records, hit the jackpot solidly with "Piano Concerto" and a couple of other best-sellers. But the fact remains—no band formed this year amounted to much as a disc attraction. The older bands are still on the gravy train clear back to the caboose.

Jim Dorsey, Bing Ace Sellers

What was the biggest selling record of 1941?

Jimmy Dorsey's "Amapola," well over 600,000; Martin's "Concerto," 550,000 and still moving, and Jimmy Dorsey's "Maria Elena" (which luckily was backed with another smash, "Green Eyes") at 600,000 and better, all appear to be about even candidates for the honor. Official figures won't be forthcoming until mid-1942, however. Sammy Kaye's "Daddy" also was near the top. So was Tommy Dorsev's "Yes, Indeed." And the ever-red-hot Bing Crosby, whose discs few critics ever refer to, peddles platters at 200.000 and 400.000 consistently.

Figures for the year indicate Jimmy Dorsey's band sold more records in 1941 than any other orchestral unit. In the field of the individual artists, Bing Crosby had no competition.

Other observations of 1941 in the industry, and these are purely personal opinions by the writer:

Best Presentation

In the rating of best album jobs, honors go to Decca, embracing every type of popular music; Columbia, for the best "hot jazz" collections, and Victor, for classical. For all-around choice of material, experiments with various artists, quantity, art work, packaging and merchandising of albums, Decca.

Columbia and Decca made tremendous advances in technical recording and now equal Victor, generally speaking. Until comparatively recently Victor was by far superior in this department.

Bands

Most Consistent: Duke Ellington, Victor; Artie Shaw, Victor; Tommy Dorsey, Victor; Jimmy Dorsey, Decca; Woody Herman, Decca; Benny Goodman, Columbia-Okeh; Count Basie, Okeh; Claude Thornhill, Okeh-Columbia; Glenn Miller, Bluebird; Mildred Bailey, Decca.

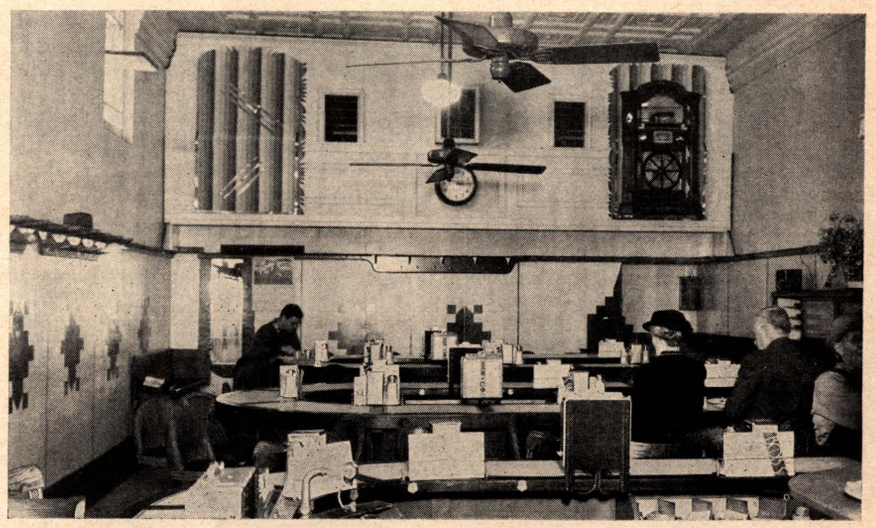
Most Disappointing: Material handed the bands of Louis Armstrong, Andy Kirk, Sidney Bechet, Sonny Dunham, Jimmy Lunceford, Cole Hawkins, Bob Crosby, Cab Calloway, Sam Donahue and Teddy Wilson to record. Songs better suited to these respective leaders' talents would surely result in increased sales.

Most Novel: Victor's record of Sidney Bechet playing the part of a "one-man band."

Potential Clicks: Stan Kenton's band, Decca; Freddy Slack's 8-Beats, Decca; Jay McShann's ork, Decca sepia series; David Rose and Hollywood orchestra, Decca; Benny Carter's band, Bluebird; Muggsy Spanier's band, Okeh; Hal McIntyre's unit, Bluebird; and Lionel Hampton's band, Decca.

Looking Ahead

More encouraging than this past year's picture is the future of the recording industry. Unless priorities interfere and slow



When two Lincoln (Nebr.) locations wanted Wurlitzer console phonographs and didn't have an inch of floor space to spare, Omaha's Brandt Distributing Co. found an easy answer: the air.

Above is Bob's Coffee Shop, owned by Robert Burns; below is John Wilhelm's Uptown Buffet. The pair of Victory models, operated by remote control boxes, were installed at costs not exceeding $15 each, and both have more than doubled the income from previous phonographs.

DECCA
All-Star Records

Welcomes
INQUIRIES
FROM
MUSIC
MERCHANTS

W. A. (Bill) BYE

WURLITZER DISTRICT MANAGER

FOR ARIZONA, CALIFORNIA, COLORADO, IDAHO, MONTANA, NEVADA, NEW MEXICO, OREGON, UTAH, WASHINGTON, WYOMING AND HAWAII.

415 Brannan Street
Telephone: Garfield 6560
San Francisco, California

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Los Angeles, California

the manufacture of pressing equipment and other materials used in the manufacture of discs, even more millions of records should be sold in 1942.

Credit for the steady return of records into prominence must go to Jack and Dave Kapp of Decca, who were first to strike out with a really good 35-cent disc back in 1934; Manie Sacks and his associates at Columbia, and Leonard Joy and staff at RCA-Victor.

As the year draws to a close a new firm is being launched by Eli Oberstein, once of Victor, later head of U. S. Record Corp., which flopped into bankruptcy, and now active again with a new label which has Blue Barron and Paul Whiteman as attractions, among others. His road will be tough. The Big Three, Decca, Victor and Columbia, are too far ahead. Oberstein's knowledge of the industry is not to be questioned, though, and possibly he has a batch of original ideas which may prove fruitful. But it will take time.

Public's Still Boss

America's more than 400,000 automatic phonographs are the goal of every recording artist nowadays, and every master made in the studio is accompanied by a prayer that it will be "the one" which will "hit the boxes." That means gold, loot, money. But it's still the public which makes a record a sensational hit. "Piano Concerto" proved that. Freddy Martin's and Claude Thornhill's platters, as well as Carmen Cavallaro's, were in the 100,000 class before the phonograph operators caught on and started piling the wax high in their machines. The public, as always in show business, be it motion pix, bands, burlesque, radio, or the circus, makes 'em or breaks 'em. ◆

New Patriotic Disc Deserves Good Place

CHICAGO—"Remember Pearl Harbor," a new patriotic record now available, deserves to be placed on all automatic phonographs in the country, preferably in the No. 1 or No. 2 position, believes the Automatic Phonograph Manufacturers Assn.

Increasing importance of automatic phonographs in the nation's Victory Program, in developing and maintaining civilian morale, was simultaneously stressed by the APMA, who asserted that the new record will mark a substantial contribution by the phonograph industry toward this objective. ◆

◀ *Pat Buckley Back From West Coast*

CHICAGO — "It is always a pleasure to visit the Pacific Coast," says Pat Buckley, president of Buckley Music System, upon his return to Chicago. He spent the last ten days visiting the important distributing centers in the far West.

"I like to make this trip every few months," says Buckley. "Frequent trips and visits with our distributors in different sections are what keep our contact with the users of Buckley Music Boxes.

"Bill Corcoran, our Pacific Coast District Sales Manager reports that the distributors in that section of the country are going strong. Corcoran was one of the first men to see the future for Buckley Music Systems. As a result, he is one of the men in our organization who has handled a large volume of business during the year of 1941. In talking with me, he tells me that the operators find that the Buckley Illuminated Boxes with the Buckley complete systems are still working out to be the best equipment for them.

"Through intensively covering the large territory from Mexico to Canada, Corcoran has gotten a great distribution of our products in that section. During the past few weeks, I have visited other parts of the country and find that our music systems have been well introduced practically everywhere. We look forward to the demand for the coming year to be even greater than it was in the record year of 1941." ◆

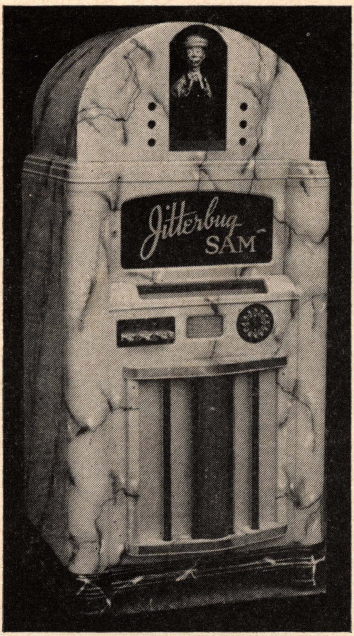
SHEET MUSIC BEST SELLERS

I DON'T WANT TO SET THE WORLD ON FIRE (Cherio)
YOU AND I (Willson)
TONIGHT WE LOVE (Maestro)
ELMER'S TUNE (Robbins)
SHEPHERD SERENADE (Mercer-Morris)
JIM (Kayeee)
PIANO CONCERTO
BY-U BY-O (Embassy)
THIS LOVE OF MINE (Embassy)
CHATTANOOGA CHOO CHOO (Feist)

SONGS MOST PLAYED ON THE AIR

A SINNER KISSED AN ANGEL (Famous)
SHEPHERD SERENADE (Mercer-Morris)
ELMER'S TUNE (Robbins)
MADELAINE (Santly-Joy-Select)
CONCERTO FOR TWO (Shapiro-Bernstein)
BELLS OF SAN RAQUEL (Peer)
TWO IN LOVE (Willson)
MINKA (Republic)
DELILAH (BMI)
THIS LOVE OF MINE (Embassy)

JITTERBUG SAM



THE HOTTEST THING ON LOCATION! JITTERBUG SAM DANCES TO EACH RECORD PLAYED!

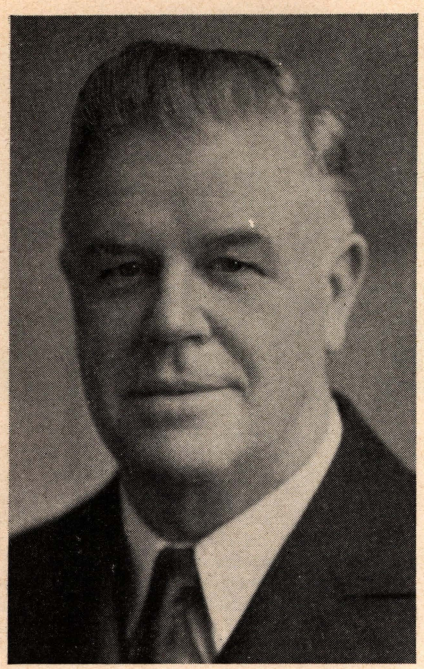
Gives the customers both music and entertainment for their nickel. Penny Arcade men are using JITTERBUG SAM as front machine. Never fails to collect crowds. Keep YOUR place full of customers at all times. No trouble calls. Nothing to get out of order.

Price, complete with 12 select records, $89.00, 1/3 cash, balance c.o.d. Light-up Grille, $10.00 additional. We allow you $40.00 on your 412 Wurlitzers or you can ship us your 412 Wurlitzers and we will build you a JITTERBUG SAM complete for $45.00. We take used records not over 4 years old at $5.00 per 100.

—Mfg. by—

E. L. HEARN

1493 West 47th St.
LOS ANGELES, CALIF.



The War and its probable effect on Music Merchants

by Bill Corcoran

Today, America's "all-out" war effort is our Number One Job! Naturally, our business is being affected. New equipment will become increasingly more difficult to secure, because of metal and material priorities. These trends are already apparent in the tire industry, in automobiles, refrigerators, washing machines, and in many other durable goods lines. It is up to the music merchant to prepare himself now if he wants to insure his earnings in the future.

For a short while longer, our West Coast distributors will be able to supply you with Buckley Wall and Counter Boxes and accessories. Therefore, I would earnestly urge all operators of music equipment to check their various locations with a view to determining the equipment necessary to convert them into profitable Buckley installations. Orders should be placed at once. Time of delivery and financing can be arranged by the Buckley distributor in your locality.

Don't delay! Each day witnesses new shortages developing. Visit your Buckley distributor, NOW. You will find him anxious to help you in every way.

Signed,
William Corcoran

Pacific Coast District Salesmanager for

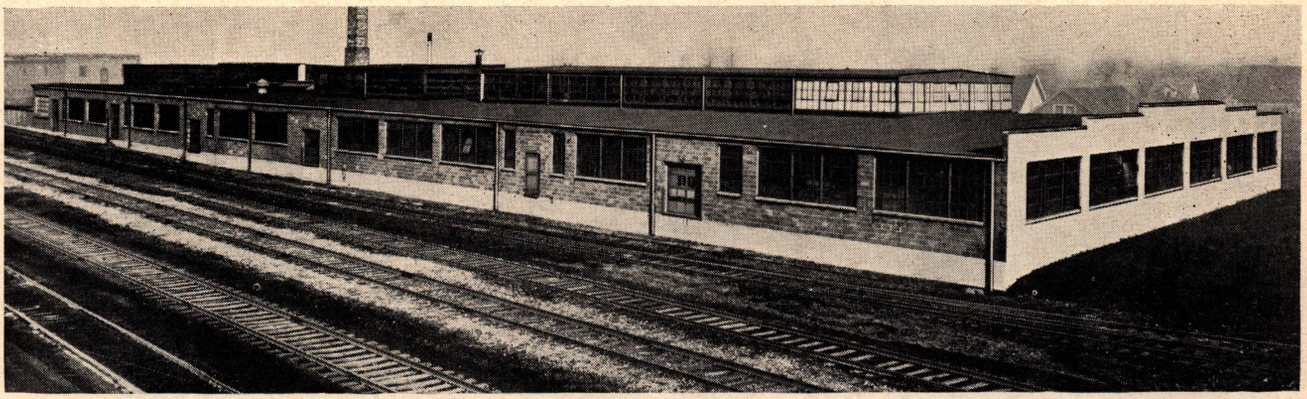
BUCKLEY MUSIC SYSTEMS

Incorporated

1157 POST STREET SAN FRANCISCO, CALIF. Phone Graystone 7878

DISTRIBUTORS

METRO MUSIC COMPANY, 280 Golden Gate Ave., San Francisco
BAER MUSIC COMPANY, 850 East Fourteenth St., Oakland, Calif.
W. BILL PARADISE, CREST NOVELTY CO., 243-45 W. Trent Ave., Spokane, Wash.
WESTERN DISTRIBUTORS, 3126 Elliott Ave., Seattle, Wash.
JOE H. BAKER, 154 N. First St., Fresno, Calif.
D. B. SCOTTO, 919 Tenth St., Sacramento, Calif.
CHARLES A. ROBINSON, 1911 West Pico Blvd., Los Angeles
GENERAL MUSIC CO., 2277 West Pico Blvd., Los Angeles
1157 Post St., San Francisco



Homer Capehart, president of Packard Mfg. Corp., announced the acquisition of a new plant, shown above, at 2900 Columbia Ave., Indianapolis, Ind. The plant will be used in the manufacture of war materials.

Corcoran to Chi. For Factory Confab

SAN FRANCISCO—"Big Bill" Corcoran, Pacific Coast District Sales Manager for Buckley Music System, Inc., in charge of sales and distribution for five Western States, last Tuesday evening took a train for Chicago to confer with factory heads of Buckley, on the outlook for the coin machine industry during 1942.

Corcoran plans also to visit other important Eastern centers to gain a first hand knowledge of conditions as they are apt to affect Western operators during the coming months and it is expected he will return to the Coast within 10 days or two weeks, with a wealth of pertinent information for his hundreds of operator friends in the West.

In an interview before leaving San Francisco, Corcoran said: "Our Government fully realizes the need for entertainment and relaxation on the part of our people to maintain national morale. 'War nerves' and tension can exercise a very detrimental effect on the spirit and courage of the population unless some means of relieving this strain are provided. The convenience and widespread use of Buckley Music Systems provide necessary relaxation in the form of music.

"Another psychological factor", continued Corcoran, "which is sometimes overlooked in our business, is the fact that we provide the means of stimulating people through the music of our national anthem and other popular patriotic records.

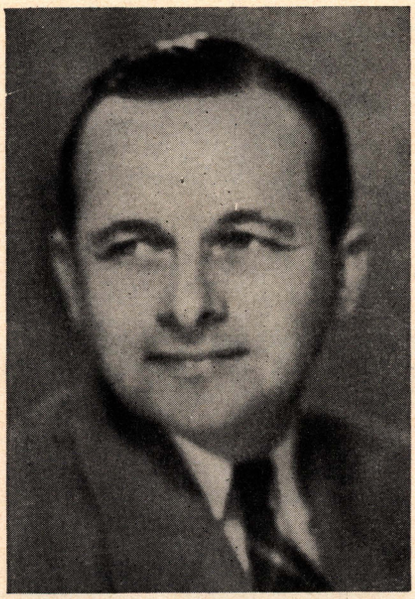
"I believe", stated Corcoran, "that music operators should recognize the fact that shortages are developing in the necessary materials for production of new equipment, and as time goes on, this equipment will become more difficult to secure because of metal and material priorities. It is obvious that the West Coast music operator who desires to insure his earnings for the future must anticipate his needs for Buckley Music Systems and place orders while stocks are available."

Corcoran said that for a short time his West Coast distributors would be able to supply operators with Buckley Wall Boxes and accessories, but mentioned that orders be placed at once. ◆

Jimmy Dorsey - - - only on
D E C C A

Bing Crosby - - - only on
D E C C A

Thanks to the Operators in the 11 Western States



for the loyal support given the PACKARD PLA-MOR Distributors in the West during 1941. That 1942 may be a complete success for you is our sincere wish.

W. E. SIMMONS
Packard Western Regional Manager
1025 N. Highland Ave.
Hollywood, Calif.

Specializing in —

30 WIRE CONDUCTOR CABLE

Riptex and Shielded Single

●

ANTICIPATE YOUR FUTURE REQUIREMENTS *NOW* WHILE WE CAN STILL SUPPLY YOU

●

ALPHA DISTRIBUTING CO.

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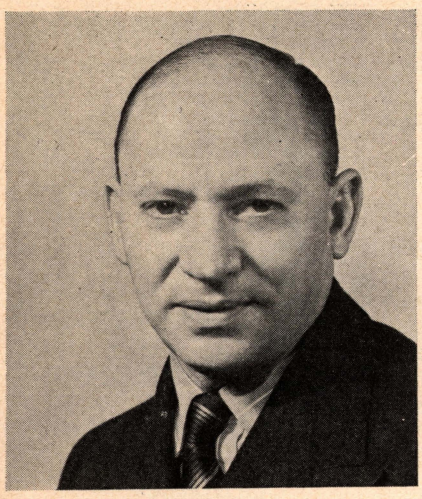
Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



William Nathanson

Nathanson to Open In Los Angeles

LOS ANGELES — William Nathanson, well known for a number of years in local coin machine circles, announced on January 1st that he will soon open a large establishment in Los Angeles to supply the music men of the West with something drastically new and much needed under present conditions.

Said Nathanson: "Even though the world is at war a bright operating future lies ahead of today's music operator if he is given the right kind of co-operation by his suppliers. In returning to the distributing field in Los Angeles I know that I have just that item and within the next six weeks I will announce my address and the product I have to offer."

For the past two years Nathanson has been in Mexico City representing outstanding American phonograph manufacturers in the Republic. ◆

Jitterbug Sam Makes Debut

LOS ANGELES—Acclaimed by local Arcade men as the biggest "come-on" flash ever used in front of Arcade spots, Jitterbug Sam, a product of E. L. Hearn, is now being offered to the music operators of the country.

Jitterbug Sam is something entirely new. Sam is a miniature manikin, mounted atop a refinished Wurlitzer 412 and upon insertion of a coin Sam dances to the musical accompaniment. Ingeniously timed Sam has literally stopped them in their tracks on test spots in Los Angeles during the past three months and what is even more interesting, holds the attention of the public and gets constant repeat play.

Hearn advises that he is now in limited production and is able to supply Jitterbug Sam machines immediately. ◆

Rozis Makes Big Pla-Mor Installation

VALLEJO, Cal.—Jack A. Rozis, of Rozis Vending Service, has just completed two large installations of Packard Pla-Mor remote control units on Georgia Street in Vallejo.

DeLoss Osborn, of Osborn Distributing, San Francisco, supplied the units. ◆

Andrews Sisters - - only on
D E C C A

So the Operators Might Know!

Here are listed current productions before the camera, in the cutting room, or ready for release from the major motion picture studios, which are built around the coin-operated phonograph business with a probable demoralizing effect on that business. Artists appearing in these questionable features, together with song-titles, where this information has been released, so that operators may have this valuable information available at all times:

"50,000,000 NICKELS" (Universal)
Featuring: Ken Murray
Harriett Hilliard (wife of Ozzie Nelson)
Wingy Manone Orchestra
Milt Merth Trio
King's Men
Charles Barnet Orchestra
Music written by Charles Barnet.
"Give Out"
"Swing It"
"Mother Goose"
"Macumba"

"JUKE GIRL" (Warner Bros.)
Starring Ann Sheridan
Featuring Ronald Reagan
Richard Whorf
Faye Emerson
George Tobias
Music written by M. K. Jerome and Jack Scholl:
"I Hate Love"
"I Love Happy Pappy"
"Got Me a Bluebell"
"Nobody Talks to Nobody Any More"

Reports have also been rampant to the effect that Paramount and Republic are planning "juke-box epics." Publicity departments at the two latter studios say they know nothing about any such plans. We hope it's true, what they say. We've always liked Paramount and Republic. ◆

Advertising Records Again Rear Heads

CHICAGO — As long ago as 1937 and 1938 music operators received proposals that they use records, supplied free, containing advertising for a commercial product. Actively considered but discarded at the time, the proposal is currently being renewed.

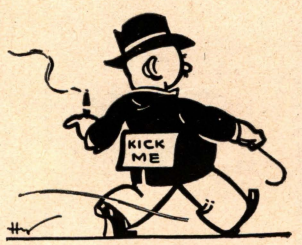
C. S. Darling, secretary of the Automatic Phonograph Manufacturers Assn., points out a number of the undesirable results which might follow the use of such records. First, asserts Darling, the automatic phonograph is recognized as the medium for providing high-grade musical entertainment to millions of people. It is not an advertising medium, and any effort to make it one would quickly destroy its service to the nation as a source of entertainment and relaxation, and probably would destroy the automatic phonograph industry as well.

When a person puts his nickel into an automatic phonograph he is entitled to his money's worth in musical entertainment. Any effort to include advertising blurbs will be resented, and the resentment may be against both the phonograph and the product which it attempts to advertise.

Reports from many operators in various parts of the country indicate a vigorous protest against this practice. Darling requests that when any such offers of free records come to the attention of operators, the facts be reported to his office. ◆

Jimmy Lunceford - - only on
D E C C A

Don't Be Sorry in 1942!



In 1942 . . . as in 1941 . . . Packard PLA-MOR Remote Control Units will continue to hold down the best music locations in the land. Hold them because PLA-MOR gives continuous, uninterrupted service on locations, requires no expensive servicing from day to day, has unsurpassed customer appeal that does not wear off with the months and years.

Equipment will not be easy to obtain in the weeks ahead so we urge you to come in today and arrange for units you will need in the months to come.

OSBORN DISTRIBUTING CO.

545 Second St. San Francisco, Calif.
SUtter 3983

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

RECORDS

KEY TO RATING

5★ EXTRA GOOD. Recommended for use on any phono. Don't pass it up.
4★ VERY GOOD. Universal appeal. Good entertainment for any type of spot.
3★ GOOD. Returns, in many cases, will vary according to type of location and patronage. Not unusual.
2★ FAIR. Just passable entertainment.
1★ WEAK SISTER. Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

4★ 11406 Dick Todd
THE WHITE CLIFFS OF DOVER (V)
HOW ABOUT YOU? (Vocadance)

2½★ 11405 Bob Chester
WINTER WEATHER (FT VC)
HAWAIIAN WAR CHANT (FT VC)

3½★ 11404 Alvino Rey
LIEBESTRAUM (FT)
NOT A STAR IN SIGHT (FT VC)

2½★ 11402 Dolly Dawn
THERE GOES MY DREAM (FT VC)
PIG-FOOT PETE (FT VC)

3½★ 11401 Glen Miller
MOONLIGHT COCKTAIL (FT VC)
HAPPY IN LOVE (FT VC)

3★ 11400 Nancy Walker
EV'RY TIME (Vocadance)
SHADY LADY BIRD (Vocadance)

3★ 11399 Vaughn Monroe
I DON'T WANT TO WALK WITHOUT YOU (FT VC)
I GUESS I'LL BE ON MY WAY (FT VC)

4★ 11397 Glenn Miller
THE WHITE CLIFFS OF DOVER (FT VC)
WE'RE THE COUPLE IN THE CASTLE (FT VC)

3½★ 11395 Art Kassel
YOU MADE ME LOVE YOU (FT VC)
DON'T BE A WORRY BIRD (FT VC)

3★ 11394 Earl Hines
YOU DON'T KNOW WHAT LOVE IS (FT VC)
THE BOY WITH WISTFUL EYES (FT VC)

3½★ 11393 Freddie Martin
UNTIL THE STARS FALL DOWN (Waltz VC)
'TIS AUTUMN (FT VC)

2½★ 8885 Bill Boyd
MY PONY ON THE RANGE (FT VC)
ROLLIN' DOWN THE GREAT DIVIDE (FT VC)

3★ 11392 Mitchell Ayres
CANCEL THE FLOWERS (FT VC)
OH, AUNTIE (FT VC)

4½★ 11391 Alvino Rey
I SAID NO (FT VC)
DEEP IN THE HEART OF TEXAS (FT VC)

2★ 11390 Irv. Carroll
FIVE GUYS NAMED MOE (FT VC)
GO HOME, LITTLE GIRL, GO HOME (W VC)

3★ 11389 "Doc" Wheeler
BIG AND FAT AND FORTY-FOUR (FT VC)
GABBY (FT)

2½★ 11388 Bob Chester
A NICKEL TO MY NAME (FT VC)
NOT A CARE IN THE WORLD (FT VC)

3★ 11387 Dick Todd
'TIS AUTUMN (Vocadance)
TROPICAL MAGIC (Vocadance)

3½★ 11386 Glenn Miller
MOONLIGHT SONATA (FT Piano)
SLUMBER SONG (FT)

3★ B-11384 Bob Chester
THE CLOCK IS FAST (FT VC)
HARLEM CONFUSION (FT)

3½★ B-11382 Glenn Miller
DAY DREAMING (FT VC)
A STRING OF PEARLS (FT)

3★ B-11381 Alvino Rey
AROUND AND AROUND SHE GOES (WALTZ)
FEED THAT EAGLE (FT VC)

2½★ B-11380 Teddy Powell
HOW ABOUT YOU? (FT VC)
HOE DOWN (FT VC)

3★ B-11379 Vaughn Monroe
UNDER YOUR WINDOW (FT VC)
LOVED ONE (FT VC)

3★ B-11378 Abe Lyman
VIOLETS FOR YOUR FURS (FT VC)
SUNSET NEAR VINE (FT)

2½★ B-8867 Curly Hicks
BY THE WATERS OF MINNETONKA (FT)
LAZY RIVER (FT)

COLUMBIA

2½★ 36471 Carol Bruce
YOU DON'T KNOW WHAT LOVE IS (V)
THE BOY WITH THE WISTFUL EYES (V)

3★ 36469 Xavier Cugat
CHOPIN NOCTURNE NO. 2 IN E FLAT (Beguine)
I FOUND YOU IN THE RAIN (Beguine VC)

3½★ 36468 Kate Smith
THE SHRINE OF SAINT CECILIA (V)
I DON'T WANT TO WALK WITH YOU (V)

3★ 36465 Horace Heidt
I WISH I HAD A SWEETHEART (FT VC)
TICA-TEE TICA-TA (FT VC)

See Page 30

The Casa Loma - - only on
D E C C A

The Ink Spots - - - only on
D E C C A

PERMO POINT

We're Proud of this Record!

Permo Points have enjoyed unquestionable and uninterrupted leadership for 13 years.

The Only Needle
★ ever used by all coin phonograph manufacturers as initial equipment.
★ ever sold by distributors of all record companies.
★ ever used by all operators.
★ ever to give perfect service and satisfaction.

*They are Kind to Your Records * * * Over 2,000 Perfect Plays*

At Your { Decca / RCA Victor / Columbia } Record Distributors ★ ★ ★

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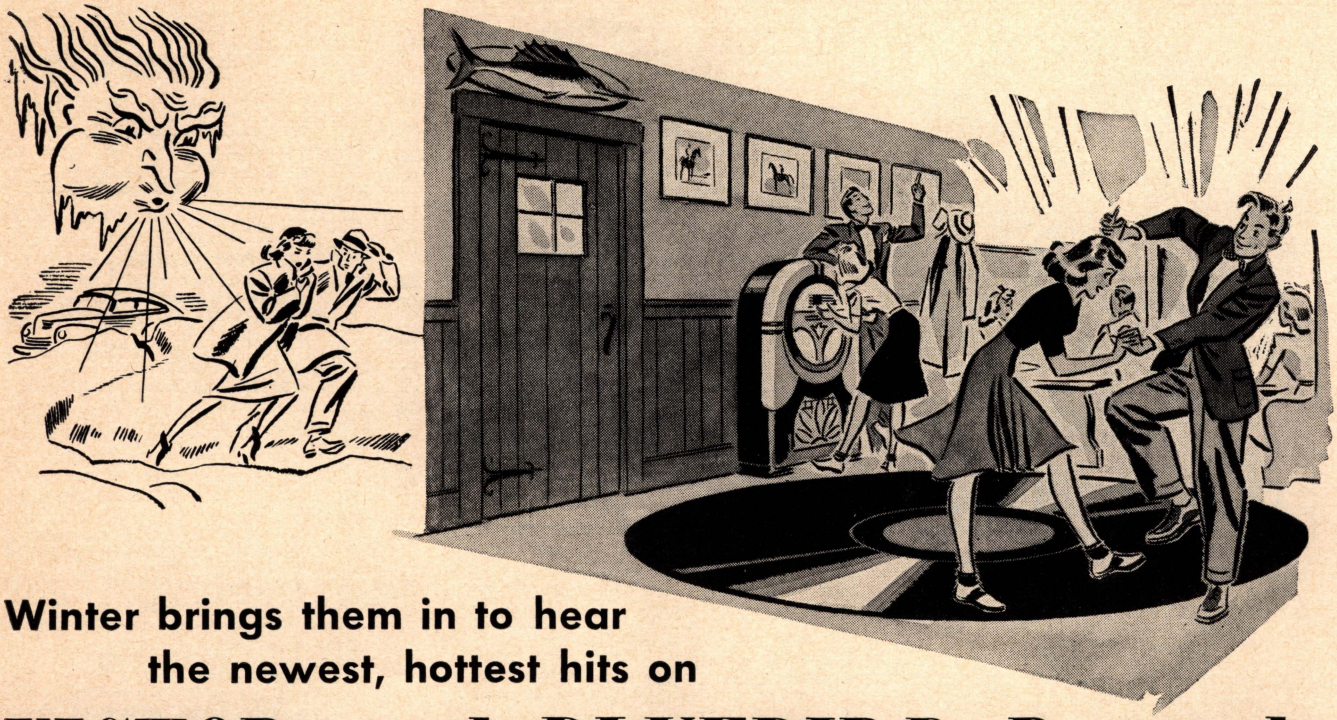

Winter brings them in to hear the newest, hottest hits on

VICTOR and BLUEBIRD Records

COIN MACHINE REVIEW 29 FOR JANUARY 1942

Keep 'em playing—on *your* coin machine!

In out of the cold they come, with the jingle of January in their jeans—nickels to play their top-favorite tunes on your coin machine! And what *are* the top favorites?—those played by the nation's big-name bandsmen, of course—Glenn Miller, Tommy Dorsey, Freddy Martin, and the scores of other brilliant maestros and vocalists who perform on Victor and Bluebird Records.

Right now these artists have turned out an assortment of catchy tunes and irresistible arrangements that will write "profits are up" in bright lights on your coin machine. Get 'em while they're all the rage—and follow-through through '42 with more nickel-nabbers as the new Victor and Bluebird Record lists come out!

For up-to-the-minute information on the latest Victor and Bluebird hits, read the RCA Victor Phonographic. Ask your local distributor to add your name to the mailing list . . . in Canada, contact RCA Victor Company, Ltd., Montreal. A Service of the Radio Corporation of America.

RCA VICTOR PREFERRED TYPE RADIO TUBES — For Finer Radio Performance

These Current Hits are Snowballing to Stardom

Victor Records

The Battle Cry of Democracy
"Remember Pearl Harbor"
By Sammy Kaye and his Orchestra
Reverse side—"Dear Mom"

27720 A Nickel to My Name
Not a Care in the World—*Jan Savitt*

27710 It Isn't a Dream Any More
How Do You Do Without Me?
—*Tommy Dorsey*

27700 Clementine
Five O'Clock Drag—*Duke Ellington*

27714 I Wonder Who's Kissing Her Now
It's Raining Memories—*Barry Wood*

Bluebird Records

B-11394 You Don't Know What Love Is
The Boy With the Wistful Eyes
—*Earl Hines*

B-11395 You Made Me Love You
Don't Be a Worrybird
—*Art Kassel*

B-11386 Moonlight Sonata
Slumber Song —*Glenn Miller*

B-11391 I Said No! Vocal by Yvonne King
Deep in the Heart of Texas
A FITCH BAND WAGON SPECIAL
—*Alvino Rey*

B-11389 Big and Fat and Forty-Four
Gabby —"*Doc*" *Wheeler*

B-11387 'Tis Autumn
Tropical Magic —*Dick Todd*

RCA — HIS MASTER'S VOICE

More plays per day with VICTOR and BLUEBIRD RECORDS

A Service of the Radio Corporation of America

RCA Manufacturing Company, Inc., Camden, New Jersey

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Get in the Money with Music's Big Money-makers

VICTOR RECORDS

LEADING THE "HIT PARADE"

VICTOR
27508—This Love of Mine
Tommy Dorsey
27611—Two In Love
Tommy Dorsey
27704—White Cliffs of Dover
Sammy Kaye
27666—This Is No Laughing Matter
Sammy Kaye

BLUEBIRD
11391—I Said No
Alvino Rey
11397—White Cliffs of Dover
Glenn Miller
11286—Rose O'Day
King Sisters
11393—'Tis Autumn
Freddy Martin

LEO J. MEYBERG CO.
LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . . 70 Tenth Street

3½★ 36459 Orrin Tucker
WHO CALLS? (FT VC)
AS WE WALK INTO THE SUNSET (FT VC)

3★ 36458 Claude Thornhill
SOMEBODY NOBODY LOVES (FT VC)
ROSE O'DAY (W-FT VC)

3★ 36457 Eddy Duchin
THE SHRINE OF SAINT CECILIA (FT VC)
THIS IS NO LAUGHING MATTER (FT VC)

4★ 36455 Harry James
DAY DREAMING (FT VC)
HE'S I-A IN THE ARMY AND HE'S A-I IN MY HEART (FT VC)

DECCA

3★ 4101 Tony Martin
'TIS AUTUMN (V)
CANCEL THE FLOWERS (V)

3★ 4107 Lou Breese
HUMPTY DUMPTY HEART (FT VC)
HOW LONG DID I DREAM (FT VC)

4★ 4108 Mills Brothers
WINDOW WASHER MAN (V)
DELILAH (V)

3½★ 4106 Louis Armstrong
I USED TO LOVE YOU (FT)
LEAP FROG (FT)

3½★ 6003 Sons of the Pioneers
CIELITO LINDO (OT V)
HE'S GONE UP THE TRAIL (OT V)

2½★ 6005 Denver Darling
I'M THINKING TONIGHT OF MY BLUE EYES (V)
DON'T LET YOUR SWEET LOVE DIE (V)

2★ 6001 Texas Jim Lewis
BEAVER CREEK (V)
HOOTIN' NANNIE ANNIE (V)

3★ 4099 Lucky Millinder
HOW ABOUT THAT MESS (Instr. FT)
LET ME OFF UPTOWN (FT VC)

3½★ 4097 Andrews Sisters
THE SHRINE OF SAINT CECILIA (V)
JACK OF ALL TRADES (V)

3★ 4095 Woody Herman
'TIS AUTUMN (FT VC)
I GUESS I'LL BE ON MY WAY (FT VC)

3½★ 4094 Andrews Sisters
CHATTANOOGA CHOO CHOO (V)
FOR ALL WE KNOW (V)

2½★ 4093 Joe Turner
ROCKS IN MY BED (Blues VC)
GOIN' TO CHICAGO BLUES (Blues VC)

3★ 4088 Harry Sosnik
MINKA (FT VC)
MISS YOU (FT VC)

3★ 4087 Guy Lombardo
POPOCATAPETL (W VC)
DREAMSVILLE, OHIO (FT VC)

3★ 4083 Jimmie Lunceford
GONE (FT VC)
IMPROMPTU (Instr. FT)

3★ 4081 Judy Garland
BLUES IN THE NIGHT (V)
THE END OF THE RAINBOW (V)

OKEH

2½★ 6527 Count Basie
MY OLD FLAME (FT VC)
TOM THUMB (FT)

4★ 6526 Tommy Tucker
I SAID NO (Waltz VC)
MOONLIGHT COCKTAIL (FT VC)

3★ 6525 Dick Jurgens
I GUESS I'LL BE ON MY WAY (FT VC)
SWEETHEARTS OR STRANGERS (FT VC)

3★ 6519 Jack Leonard
WHO CALLS? (V)
MADELAINE (V)

3★ 6517 Gene Krupa
TROPICAL MAGIC (FT VC)
DAY DREAMING (FT VC)

3½★ 6516 Benny Goodman
EVERYTHING I LOVE (FT VC)
WINTER WEATHER (FT VC)

3★ 6509 The Charioteers
CANCEL THE FLOWERS (V)
I GOT IT BAD AND THAT AIN'T GOOD (V)

3★ 6508 Count Basie
I STRUCK A MATCH IN THE DARK (FT VC)
PLATTERBRAINS (FT)

3½★ 6506 Gene Krupa
KEEP 'EM FLYING (FT VC)
THANKS FOR THE "BOOGIE" RIDE (FT VC)

3★ 6501 Cab Calloway
WHO CALLS? (FT VC)
THE MERMAID SONG (FT VC)

2½★ 6500 Les Brown
BABY MINE (FT VC)
HE'S I-A IN THE ARMY AND HE'S A-I IN MY HEART (FT VC)

3½★ 6497 Benny Goodman
SOMEBODY ELSE IS TAKING MY PLACE (FT VC)
THAT DID IT, MARIE (FT VC)

3★ 6488 Frankie Masters
FROM ONE LOVE TO ANOTHER (FT VC)
COFFEE AND CAKES (FT VC)

VICTOR

4★ 27737 Bud Abbott and Lou Costello
LAUGH, LAUGH, LAUGH Parts 1 and 2 (V Novelty)

3★ 27736 Bea Wain
BABY MINE (V)
THE LADY WHO WALKS ALONE (V)

3★ 27735 Skinnay Ennis
DREAMSVILLE, OHIO (FT VC)
AROUND AND AROUND SHE GOES (Waltz VC)

4★ 27725 Sammy Kaye
SOMETIMES (FT VC)
BEGIN THE BEGUINE (VC)

3★ 27723 Lanny Ross
YOU HAUNT MY HEART (Vocadance)
YOUR LOVE TO HOLD (Vocadance)

3½★ 27722 Sammy Kaye
WE'RE THE COUPLE IN THE CASTLE (FT VC)
LAST NIGHT I SAID A PRAYER (FT VC)

3★ 27721 Dick Liebert
MY HERO (Organ)
BEAUTIFUL LADY (Organ)

3★ 27720 Jan Savitt
A NICKEL TO MY NAME (FT VC)
NOT A CARE IN THE WORLD (FT VC)

4★ 27714 Barry Wood
IT'S RAINING MEMORIES (Vocadance)
I WONDER WHO'S KISSING HER NOW (Vocadance)

2½★ 27713 Wayne King
MELODY OF LOVE (Waltz)
NONE BUT THE LONELY HEART (Waltz)

2½★ 27712 John Kirby
WONDERING WHERE (FT VC)
MOVE OVER (FT)

3½★ 27711 Sammy Kaye
EV'RYTHING I LOVE (FT VC)
DAY DREAMING (FT VC)

3½★ 27710 Tommy Dorsey
IT ISN'T A DREAM ANY MORE (FT VC)
HOW DO YOU DO WITHOUT ME? (FT VC)

USED RECORDS WANTED
Electrically Recorded Only
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WILL PAY CASH FOR ANY QUANTITY
RALPH GEHRING
2201 Beverly Blvd.
Los Angeles
FE 1474

Woody Herman - - only on
D E C C A

Immediate
RECORD SERVICE
Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.
Eastern Company
620 Memorial Dr., Cambridge

MILWAUKEE, WIS.
Taylor Electric Co.
112 North Broadway

NEWARK, N. J.
Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use VICTOR and BLUEBIRD RECORDS

1941 Biggest Year Says Parsons

CHICAGO—"The year 1941 has been kind to all of us in the country wide Buckley Music System organization," says F. H. Parsons, Vice President of the company. He speaks with authority and great personal satisfaction for he is one of the pioneers who developed the music system from an idea to its present perfection.

"To me," says Parsons, "the music box and the music system performs the same good service today as it did when we started its development several years back. The music system installed in a location always showed the music man an increased profit ranging from 50 to 300%. When we started manufacturing our music systems we knew that this was a fact because we proved it by setting up a dozen installations in as many locations. The music man in general, however, didn't see things as we did so we spent two or three years developing the music systems showing and demonstrating the extra profits made possible by music system installations. Today, it is hard to believe that at the start it was necessary to make an installation and then turn the keys over to the music man and let him count the money for a week or two so that he would know what profits could be made.

"In going back over this year and the previous years great credit is due our many distributors who are located in the principal distributing centers from coast to coast. These men were just as far sighted as we were and were just as well sold on what a music system would do to increase profits for the music man. They had to build up an installation organization and had to invest their money in equipment and in payrolls to sell the music men on the music system. Through these men we took our music system as developed in the factory and then combined this information with the experience that was given to distributors everywhere. The main thing that we had in mind to start with and the main thing that we have in mind today is to build and give an operator a system that operates every hour that the location is opened so that he may enjoy 100% of the profits. At this time of year, I speak for our entire organization in saying that we want every one of our many customers to know that we appreciate the business and appreciate the faith that they have shown in our products." ◆

* * *

"He said he's had a tune running through his head all evening."

"Well, there's nothing there to stop it."

THE LITTLE STORE with BIG BARGAINS

— IN —

71 Wurlitzer Counter Model
Rock-Ola Counter Model with Separate Speaker
Mills Throne of Music
Keeney Aircraft Guns
Cigarette Machines
Assortment of 12-record Phonographs
Write for Prices
Best Buys In the City!

PERCY SHIELDS

1549 West Pico Boulevard
LOS ANGELES, CALIFORNIA
FEderal 1919

TEXAS

HOUSTON—A. C. (Buster) Ayo, service manager for R. & A. Distributing Co., enlisted in the U. S. Army and left for San Diego December 17. Buster is a well-known young old-time coinman. He was salesman, then office manager for Houston Decca branch, later salesman for Southwestern Music Corp., and about a year ago was appointed to his present position with R. & A. Co.

J. Hamilton Hart, formerly with Dallas' Decca office, was appointed manager of the Houston branch in December. He took over his new duties immediately.

Miss Dorothy Dobbs, secretary of Houston's Decca branch the past two years, was married November 26 to L. R. Kennedy. They will make Houston their home.

Beginning January 1, Columbia records will be distributed in Houston and surrounding territory by Crumpacker Distributing Corp. A. B. Garza, manager of the Houston branch of Southwestern Music Corp., former Columbia distributors here, together with his entire office force, will also go to the new distributor. Don Law, District Manager, Columbia Recording Corp. district manager, announced the change in distributorship.

Mr. and Mrs. Harold E. Long, of Commercial Music, Houston, spent Christmas holidays visiting relatives in Dallas.

Many operators are rabid football fans and have a habit of backing the team of their choice with something beside words. The day following the great game between Texas University's "Longhorns" and the Aggies of Texas A. & M., which Texas won 23 to 0, this actually happened: A certain operator, noted for his good living and little spending, was carefully counting out the exact change for a pack of cigarettes. The lad behind the counter noted the practically empty purse and made the expected trite remark—"Elephant stepped on it, huh?"

"No, sonny," replied the operator solemnly, "this purse was gored and tromped on yesterday by a herd of Steers, Texas Longhorn Steers to be exact".

Most distributors suspended business Christmas Eve and kept open house for their friends and customers. Refreshments were served and good wishes for next year were exchanged.

Malcolm Dewees, son of Lonnie Dewees, one of the major scale and vending machine operators in the Southwest, spent the holidays with his parents in Houston. Malcolm has been in the Army for several months and likes it.

The writer wishes to thank the many Texas operators and distributors for their beautiful holiday greeting cards and other remembrances. They were all truly appreciated. Same to you, fellows, and many of them. P. S.—The editor of this magazine also sent me a beautiful gift, but editors seldom get any thanks for their good doings. I'm going to be like the majority—keep quiet when I'm thankful, raise plenty of H—l when something he does displeases me.

John G. Wright. ◆

1 TO 12, 25¢ EA. - 13 TO 99, 23¢ EA. - 100 UP, 20¢ EA.

MIRACLE POINT

It's getting 'round Miracle Point Needles are top's

MIRACLE POINT

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS

Bob Crosby - - - only on
D E C C A

Gutshall Changes Firm's Name

LOS ANGELES—Esquire Music Co. is no more and henceforth will be known as the Jack Gutshall Distributing Co. Change became effective on January 1st.

Commenting on the name change Jack said: "I have long felt that the name Esquire did not properly identify our business and the scope of its activity nor did it give our business any individuality. We have long pondered on the matter and finally decided to change the name to the Jack Gutshall Distributing Co. Some may falter on pronouncing the name but they'll not make a mistake in doing business with us for they'll find a square deal the year 'round at the Jack Gutshall Distributing Co."

The firm continues to occupy its ample quarters at 1870 West Washington where it acts as distributor for Packard Pla-Mor products. ◆

3 SOLID MUSIC MACHINE HITS

ON *Standard* RECORDS

●

T-2030 CUCKOO WALTZ
René Musette Orch.
TAKE IT OR LEAVE IT
Colonial Orch.

●

T-2042 PUT A LIGHT IN THE WINDOW WHEN MANUEL SHAKES HIS MARACAS
"The Good-Fellows" w. Grant's Orch.

●

T-2007 LO-LO-LITA (The Girl Friend of the Army)
GREETINGS
Harold Grant and his Orch. Vocals by Brad Reynolds

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NEW YORK, N. Y.

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ANNOUNCEMENT!

Jack Gutshall

announces that effective

immediately

Esquire Music Company

WILL BE KNOWN AS THE

JACK GUTSHALL DISTRIBUTING COMPANY

Exclusive Packard Distributors

for Southern California

1870 WEST WASHINGTON LOS ANGELES, CALIFORNIA

ROchester 2103

Waring Ends 10-Year Holdout

NEW YORK—Fred Waring has capitulated. Not in ten years has his band recorded because of the leader's belief that the making of phonograph records was detrimental not only to his band but to all performing artists. Middle of December, however, it was announced that he had signed a contract with Decca under which most of the output will be issued in album form with his famous glee club heavily featured, as well as the organization's battery of vocal soloists.

Early in the 1930's, Waring became a leader of the National Association of Performing Artists, an organization which contended that an artist should hold the vested rights in recordings and should be able to control their use. He argued that a leader, making discs, simply "competed with himself."

Increased popularity of records in private homes, coin operated phonographs and especially on radio stations throughout North America, and the inability of artists to control their use, finally whipped Waring down, and his signing with Decca came unexpectedly in the trade. Waring and his aggregation were the last "hold-outs" from wax. The band last recorded for Victor. ◆

AOLAC Joins Sheriff's Group

LOS ANGELES — On December 26th, Captain George Contreras, of the Los Angeles County Sheriff's Anti-Subversive Detail, requested the aid and assistance of the Associated Operators of Los Angeles County relative to subversive matters. Said Contreras: "I want to assure you that your past cooperation with this department has been deeply appreciated, and if you feel as though you would allow your organization to work along with us, kindly let me know."

To which Curley Robinson, AOLAC secretary replied: "This association takes full cognizance and is most sympathetic of the work being done by your Detail and is most grateful, appreciative, and honored that the privilege has been afforded us to cooperate with your Department. We hereby pledge our wholehearted support and cooperation of any and all things desired of us as an organization and as individuals." ◆

Jersey Musicmen At Annual Banquet

NEWARK, N. J.—When the date was set for the annual banquet of the Phonograph Operators Association of New Jersey, no one had any idea it would be a historic day. But because the affair came on December 7, a number of members remained at home to hear radio reports of the hours-old war with Japan.

Nonetheless, over 400 people turned out at the Top Hat in Union City, among them representatives of all the manufacturers and distributors and many from the allied coin machine industry. Music for the affair was furnished by Carl Hoff and his orchestra, featuring the Murphy Sisters and Al Noble. Dinah Shore, Vaughn Monroe, Barry Wood, Irv Carroll and Linda Park were among the entertainment artists appearing.

Speaking on behalf of all members of the Association, Harry Pearl asked that every one cooperate by buying Defense Bonds and Stamps. ◆

MPD Poll Rates Victor Artists High

CAMDEN, N. J.—In an annual poll just completed to determine outstanding radio performers of 1941, 23 RCA Victor artists took first, second, or third honors in 14 different entertainment divisions. Under the sponsorship of *Motion Picture Daily*, national film publication, more than 600 newspaper radio editors and columnists in the U. S. and Canada participated and voted Bob Hope radio's outstanding performer of the year. Hope has just signed with Victor to record some of his many works.

Also voting the three outstanding performers in the various entertainment divisions, the newspapers' 600 placed Dinah Shore, exclusive RCA Victor recording artist, second as the "Season's Outstanding New Star." Only singer in the group, Dinah has two national singing radio shows.

Swingsters Glenn Miller and Tommy Dorsey polled first and second in the dance bands division, with Wayne King and Sammy Kaye placing two and three as sweet men. Kenny Baker and Lanny Ross, RCA Victor stars, polled second and third among male popular singers (guess who was first?), with Dinah Shore heading the feminine contingent.

Beyond winning championship honors, Bob Hope placed first as comedian, second as master of ceremonies, and third for variety shows. Abbott and Costello polled third among top comedy teams; like Hope they have signed to record some of their funnier work for Victor.

Rudy Vallee, whose "Surprise" series of humorous records are still best-sellers, polled second in the variety program division. ◆

OPM Puts Ceiling On Cigarettes

WASHINGTON, D. C.—An OPM order has been issued by Leon Henderson fixing an OPM ceiling on prices charged by manufacturers of cigarettes. The ceiling canceled a scheduled increase of one cent per package in the wholesale price of Lucky Strikes announced before the first of the year.

The formal price ceiling fixes the maximum manufacturers' prices on all brands at the December 26th level. ◆

◀ *Permo Gives Army Needles*

CHICAGO—Permo Products Corp., manufacturers of the Permo Point for coin phonographs, recently made a donation of Standard Permo Point needles to the U. S. Armed Forces for use in automatic record players in army recreation rooms.

In acknowledgment, Brigadier General F. H. Osborn, Chief of the Morale Branch writes as follows: "This will acknowledge receipt of the package of 300 Standard Permo Point Needles. It is very gratifying to learn of your gift of this material for use of the men in the armed forces in outlying bases. The gift will contribute substantially to the contentment and well-being of the men serving our country in isolated locations. I am sure these men will be deeply appreciative."

Permo Products is busy in its part of defense work in the manufacture of Permo Pivots for use in various instruments for airplanes, boat compasses, etc. ◆

AOLAC Adopts Aid Resolution

LOS ANGELES—Indicative of the effective cooperation rapidly spreading to similar groups throughout the nation, the Associated Operators of Los Angeles County, Inc., on December 10, adopted the following resolution addressed to the Governor of the State and the Sheriff of the County:

"Whereas, Our Country is now engaged in a war to defend our form of government, our institutions and our most dearly prized possessions against a treacherous and cowardly attack by one of the totalitarian nations while pretending to negotiate peace, and

"Whereas, His Excellency, Culbert L. Olson, Governor of the State of California, has declared a state of emergency to exist in the State, because of the great importance and the proximity of our national defense industries to the actual theater of war, and

"Whereas, in order to defend ourselves against such unscrupulous enemies, it is necessary to build the morale of our Army, Navy, and Marine Corps, as well as the public and ourselves, to the utmost of impregnability, and

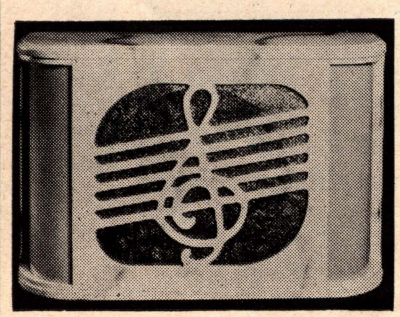
"Whereas, one of the greatest elements in the building of morale is the indulgence in entertainment, amusement and recreation,

"And Whereas, the Associated Operators of Los Angeles County, Inc., is engaged in the business of dispensing amusement, and

"Whereas, many of its personnel have served in the ranks of the armed forces of this country in the first World War,

"Now Therefore Be It Resolved, that the membership and personnel of the Associated Operators of Los Angeles County, Inc., offers its complete facilities, resources, time and efforts in a manner best fitted to further the bolstering up and maintaining that degree of morale and aiding in our Defense Program in any manner which is necessary to offer the most obstinate defense of our Country, and anxiously await the command of those in whose charge the burden of defense lies."

Copies of the resolution were inscribed for the Associated Operators by Managing Director Samuel Robinson. ◆



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Prove the Rain-Bow Speaker Is Taking REPEAT NICKELS.

Write for Circular on "Atmosphere of Music" and Our

MONEY BACK TRIAL OFFER

WRIGHT INC.

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Bargain Mart

5c PER WORD, MINIMUM $1.00

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COIN COUNTERS AND WRAPPERS—Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 60c a thousand in 25,000 lots, 70c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.00. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

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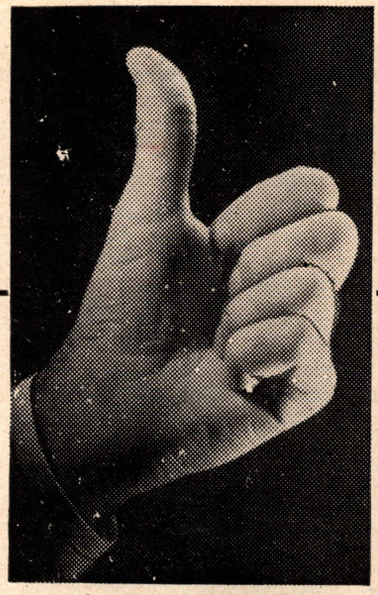

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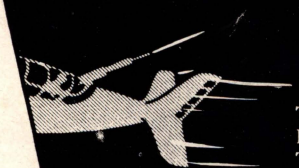

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